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IN THIS ISSUE:

Preview of Network Sales for Fall
Page 23

CBS Radio's Rate Card Revealed
Page 25

NARTB District Meetings Underway
Page 26

Doherty Sees AM Health
Page 28

TV Finances Soar Into Black
Page 29

TELECASTING
Page 53

21ST year

The Newsweekly of Radio and Television

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Like bread goes with butter

Fast, profitable results and W-I-T-H go together just as naturally as bread and butter. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

Strietmann Biscuit Company does a complete job . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

In Ohio, Kentucky, West Virginia, Virginia, North Carolina and South Carolina Strietmann Zesta Crackers, and many other Strietmann crackers and cookies, stand for top quality in their field. And no wonder. Today's mammoth and spotless Strietmann plant is traditional of baking progress that has never stopped: 86 years of experience in a single industry.

Havens and Martin Stations are pioneers in their field, too. In the growing Virginia markets of which Richmond is the center, WMBG, WTVR, and WCOD are the only complete broadcast institution. Virginians love them because they combine wholesome entertainment, real service, and quality operation. That's a combination that works well for advertisers.

FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR** TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.

WTVR represented nationally by Blair TV, Inc.

WMBG represented nationally by The Bolling Co.

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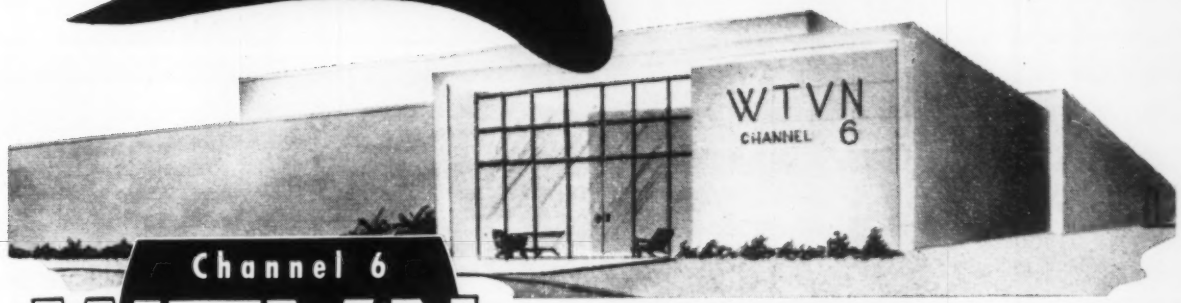
it's the most

MODERN TV CENTER



Channel 6

WTVN TV

COLUMBUS OHIO

has MORE of everything

POWER · COVERAGE · FACILITIES · STAFF

When you specify WTVN to do the job for you in the Giant Ohio market, you'll receive the ultimate in programming and production facilities engineered to your needs, and merchandising assistance plus. Television Center WTVN is designed to *sell products* quicker and cheaper. Remember, Columbus, Ohio is served and sold by WTVN. Write or telephone for complete information today.

but MOST of all...

More Merchandising Assistance

COLUMBUS OHIO SERVED AND SOLD **by WTVN Channel 6**

Write for details today

Edward LAMB ENTERPRISES INC.

Edward Lamb Enterprises, Inc., Hotel Barclay, 111 E. 48th St., N. Y. C.

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—John E. Pearson Co.
WIKK—Erie, Pa.—H-R Co.
WTOD—Toledo, O.—Headley-Reed Co.
ERIE DISPATCH, Erie, Pa—Reynolds-Fitzgerald

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XUM

LET'S GO FISHIN'

In the photograph—James Snowden, L. T. Alexander, president of the group and supervisor of the show, and Riggs Griffith.

Each week on WDEL-TV, members of the Du Pont Fish and Game Club do go fishing. The stimulating quarter-hour show is unusually popular with all the devotees of the sport in WDEL-TV's viewing area. Programs are made up of demonstrations of casting, fly tieing and various angling techniques - including how to tell a tall tale about "the one that got away." "Let's Go Fishin' " is the result of WDEL-TV's well-rounded plan of local programming developed to serve, instruct and entertain every segment of the large viewing audience it serves.

WDEL-TV

WILMINGTON, DELAWARE

A Steinman Station

WDEL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES • New York • Chicago • San Francisco • Los Angeles

at deadline

CLOSED CIRCUIT

CHEERING TIP for future telecasters or broadcasters with building plans: National Production Authority sources hint that approval will be given $2 million building project to house WTOP-AM-TV Washington, despite impact of steel strike and reimposed restrictions on critical materials.

"RED" ISSUE in radio-TV expected to be revived this week with anticipated release of heretofore secret testimony before Senate's McCarran committee. Testimony, taken last year in Washington and New York, said to name names, some of which were mentioned earlier in *Red Channels.*

AMONG SIX stations which haven't yet signed new CBS Radio rate plan are two understood to insist upon separate negotiations on rate schedules. Stations offered to sign temporary 60-day period to enable network to produce its rate-card, but this proffer understood to have been rejected. Stations still unsigned are WJR Detroit, WGAR Cleveland, which have joint contract; WNAX Yankton, KRNT Des Moines, owned by Cowles; WNOX Knoxville and KCBQ San Diego. (See below.)

CHANGE IN CBS affiliation in San Diego is in offing—probably by end of year. Understood affiliation will move from KCBQ to KFMB, now ABC. KFMB-TV, San Diego's only TV outlet, also is owned by John A. Kennedy interests. KCBQ expected to switch to ABC in simultaneous move.

ON ADVICE of counsel, another important station group has notified its networks it can't accept "formula" on radio rate revisions, on ground that it might run counter to anti-trust laws. Opinion of one of biggest law firms, it's learned authoritatively, was that to enter into arrangement uniformly applicable to other affiliates would possibly have possible legal implications. Hence it notified network as far back as last November that it would only negotiate at arm's length.

DESPITE silence from Pasadena headquarters, report is current that Ford Foundation will underwrite certain non-commercial education station construction costs. First break, it's reported, will come for Pittsburgh "reservation" which Democratic Mayor David L. Lawrence has been agitating on all fronts, strongly supported by FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock.

ALL SORTS of promises being given educational groups to encourage them to pick up TV "reservations." Most vicious, given lip-service even in Government quarters, is that regulations ultimately will be revised to permit "non-profit" as against "non-commercial" operation. Camel then would have nose under commercial tent, since stations would be allowed to sell time but would plough back revenues so that there would be no profit. Because reserved facilities are allotted without

(Continued on page 6)

PROGRESSIVE FILES CHARGES AGAINST CBS, DUMONT

PROGRESSIVE Party filing charges with FCC accusing CBS and DuMont TV network of discrimination, through their Westinghouse-sponsored *Pick the Winner* television series, in violation of Commission's rules on political broadcasts, party announced in statement for release yesterday (Sunday). Statement claimed Progressives unable to get access to program, produced by CBS-TV as part of Westinghouse's "get-out-the-vote" campaign, and charged that "the plain blunt fact is that CBS, and apparently Westinghouse as well, have decided they are a law unto themselves and the FCC rules have no application." Complaint to FCC was in form of letter from C. B. Baldwin, Progressives' secretary and campaign manager.

SYNDICATE UNCLE MISTLETOE

MARSHALL FIELD & Co., Chicago department store, starting production this week on filming of *Adventures of Uncle Mistletoe*, children's series aired live there several years. Quarter-hour, twice-weekly show being filmed at Kling Studios, Chicago, which is handling syndication. Field's will sponsor show on WGN-TV from Sept. 23, and subsidiary store, Frederick & Nelson, has bought it for KING-TV Seattle. Field's national agency is Calkins & Holden, Carlock, McClinton & Smith, Chicago.

BUSINESS BRIEFLY

KENT CONSIDERS NEWSCAST ● P. Lorillard Co., N. Y. (Kent cigarettes), through Young & Rubicam, N. Y., preparing estimates on newscasts in number of markets. Firm's distribution gradually expanding.

SPORTS FOR PETER PAUL ● Peter Paul Inc., N. Y. (candy bars), planning another radio spot campaign to supplement present drive, starting Sept. 1. Agency, Maxon Inc., N. Y.

SHORT RADIO CAMPAIGN ● General Foods Corp., N. Y. (Swansdown and Angel Food mix), preparing short three-to-four week radio campaign starting in mid-September on personality and women's participation shows. Agency, Young & Rubicam, N. Y.

MANHATTAN SOAP ● Manhattan Soap Co. (Sweetheart Soap and Bluewhite Flakes), starting spot radio campaign Sept. 29 for four weeks in about dozen midwest markets. Agency, Scheideler, Beck & Werner, N. Y.

ADAM HATS SPONSOR ● Adam Hat Stores, N. Y., to sponsor *Famous Fights From Madison Square Garden* on DuMont TV network (Mon., 9:45-10 p.m.), effective Sept. 15. Films

(Continued on page 90)

GM Pays $2.5 Million for NCAA Slate

SALE OF NBC-TV'S exclusive coverage of National Collegiate Athletic Assn. 11-game fall football package to General Motors for more than $2.5 million announced Friday.

Schedule opens Sept. 20 with Texas Christian vs. Kansas and runs 10 succeeding Saturdays through Army-Navy game Nov. 29. In addition to telecasting each game on full NBC-TV network, NBC will ask each affiliate, on behalf of NCAA, to schedule at least one local-area college game during season.

Sale, set at NBC-GM conference in Detroit with President Joseph H. McConnell heading network delegation, was at straight card rate, authorities stressed.

Five of 11 games were announced, with others not yet finally approved by GM. In addition to Texas Christian-Kansas (at Lawrence, Kans.) and Army-Navy (at Philadelphia), these already set are: Princeton-Columbia (at New York) on Sept. 27; Michigan-Stanford (at Stanford) on Oct. 4 (starting immediately after World Series that date) and Texas A&M vs. Michigan State (at East Lansing, Mich.) on Oct. 11. NBC acquired Army-Navy TV rights when Gillette did not pick up option, and also has Army-Navy radio rights available which it is offering GM.

Other games understood to be tentatively set include Yale-Cornell as possibility for Oct. 18; USC-California for Oct. 25; Notre Dame-Oklahoma for Nov. 8, and Georgia Tech-Alabama for Nov. 15, but these not definite. Complete list to be announced when finally approved by GM in its deliberations over choices originally submitted to prospective sponsors [B•T, Aug. 4]. No team is to be shown more than once during season, according to present plans.

NBC group which wrapped up sale in Thursday conference with committee of approximately 30 GM executives, presided over by William F. Hufstadter, GM vice president in charge of distribution staff, included President McConnell, Sales Vice President John Herbert, Sports Director Tom Gallery, and Walter Gross, in charge of Detroit sales office. Kudner Agency, New York, represents GM in transaction.

Seven-man NBC team, accompanied by NCAA TV Program Director Asa Bushnell, to confer with GM authorities in Detroit Tuesday on extensive publicity, promotion, advertising, and public relations campaign. Group to include Press Vice President Sydney H. Eiges, Sports Director Gallery, Advertising and Promotion Director Jacob A. Evans, Sports Publicist David Camerer, Public Affairs Director Davidson Taylor, Football Producer Adolph Schneider, and Mr. Gross. One of bases for NCAA's selection of NBC-TV bid for exclusive rights was its plan for informing public about colleges and their educational and athletic activities.

This fall's schedule will mark second consecutive year NBC-TV has carried NCAA schedule, having covered for Westinghouse last fall. Games are selected by network and sponsor under NCAA auspices, with network negotiating with individual colleges for rights.

for more AT DEADLINE turn page

XUM

at deadline

SEPARATION OF AM, TV SALES STAFFS URGED

SEPARATION of radio and TV sales staffs urged by joint AM-TV operators during television clinic held Friday by NARTB District 8, meeting at Mackinac Island, Mich. (see story page 26).

Clinic conducted by Kenneth Carter, WAAM (TV) Baltimore, member of association TV board.

Covering wide range of topics, clinic went into method of purchasing film by individual negotiations. On sales side, several delegates indicated deals with national representatives are generally running under 15%. Other topics included union relations, relay facilities, studio planning and high cost of remote pickups.

NARTB President Harold E. Fellows addressed delegates and wives at Friday luncheon on topic "How to Live With a Broadcaster, or The Taming of a Social Lion."

In series of resolutions, District 8 endorsed Mr. Fellows and staff for efficient administration and lauded service of Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., as district director. William T. Stubblefield, NARTB station relations director, conducted membership meeting as two-day session concluded.

Members of Resolutions Committee of District 8 include J. M. Higgins, WTHI Terre Haute, Ind.; Milton L. Greenebaum, WSAM Saginaw, Mich.; J. P. Scherer, WHFB Benton Harbor, Mich., and Edward G. Thoms, WKJG Fort Wayne, Ind.

COMMERCIAL TV FOR COLLEGE QUESTIONED

SHOULD non-profit, educational institution be permitted to apply for commercial TV station? That question was put up to FCC when Smith Radio Co., TV applicant for Channel 4 in Port Arthur, Tex., asked that application of Port Arthur College (KPAC) be dismissed on grounds school has no legal right to commercial broadcast license. College's answer last Friday insisted it had every right under law to apply and be granted such license. Smith Radio, which comprises James B. Smith, college student, and Joe B. Carrigan, trustee, Wichita Falls attorney, asked Commission to issue show cause order to deny Port Arthur College right to participate in Port Arthur-Beaumont hearing, direct it to apply for reserved, educational channel. Third application for area's Channel 4 is Lufkin Amusement Co.

ABC LOSS

ABC INC. and subsidiaries had estimated loss of $67,000 for six-month period ended June 30, as compared with net income (after federal income taxes) of $472,000 for same period in 1951, company said in report for release Saturday. Loss for first half of this year is after reduction of $74,000 for recovery of federal income taxes under carry-back provisions of internal revenue code.

WNOW-TV ON DUMONT

WNOW-TV York, Pa., signs for affiliation with DuMont Television Network when station begins operations in next few months. UHF station, on Channel 49, WNOW-TV will be under supervision of Lowell W. Williams, partner and general manager of WNOW-AM-FM.

In this Issue—

RADIO networks must sell 34½ hours more per week between now and October if they want to get their business volume up to the level of last fall. But there's time left for hard selling, and network sales chiefs think they'll be up to 1951 marks. *Page 23.*

FEWER radio stations lost money last year than in 1950 or 1949, but additional revenue must be obtained and the spread between revenue and operating costs widened if radio is to stay healthy. An analysis by Richard Doherty, NARTB director of employer-employe relations. *Page 28.*

FINAL financial report for television in 1951 is released by FCC, only official source for such information. TV revenue was twice as much as in 1950, and for the first time television networks and stations as a whole made profit. *Page 29.*

HERE'S the full text of the new CBS Radio discount structure approved by all but six of the network's affiliates. *Page 25.*

PRESIDENT Fellows urges broadcasters to exploit retail advertising field. He keynotes NARTB District 7 and 9 meetings as annual district gatherings get under way. *Page 26.*

FALL plans of seven major advertisers take shape. *Page 24.*

TWO UHF stations granted in Chattanooga, one UHF in Austin, Tex., and one non-commercial, educational VHF in Houston. FCC also tells its examiners to clean up pending work so they can tackle TV hearings in the fall. *Page 55.*

A GOOD BET on date for initial FCC decision in proposed ABC-United Paramount Theatres merger is late October or early November. *Page 56.*

BOTH Democrats and Republicans are shaping up their radio and television campaign plans. Indications are the parties will take to the air in earnest after Labor Day. *Page 30.*

FCC dismisses protest of Transit Riders Assn. of Washington, D. C., against renewal of license of WWDC-FM Washington, which broadcasts Transitcasts. *Page 31.*

Upcoming

Aug. 25: BAB Sales Clinic, Miami.

Aug. 25-26: NARTB District 11, Duluth Hotel, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 27-29: Institue of Radio Engineers, West Coast Show & Convention, Long Beach, Calif.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

contest, this would be perpetration of fraud upon public and upon telecasters forced to compete for other assignments.

NARTB BOARD being polled on proposal that it protest to FCC against purported violation of FCC's own regulations in "easing requirements" for qualification of Kansas State College for "reserved" educational channel. Contention is that FCC winked at requirements on financial qualifications [B•T, Aug. 11] as well as specific legal authorization, whereas commercial applicants are duty-bound to file full information fully supported under penalty of disqualification.

MEETING OF EXECUTIVES of Dancer-Fitzgerald-Sample and Falstaff Brewing Corp. scheduled for this week in St. Louis to go over 1953 baseball radio and television plans. Among subjects to be considered will be Mutual's baseball *Game of the Day*, now sponsored by Falstaff, and St. Louis Browns games, which Falstaff sponsors locally.

DUNHILL PRODUCTS, N. Y., understood to be interested in alternate week sponsorship of comedy-situation show with Robert Cummings in Saturday 7:30-8 p.m. NBC-TV time. Lawrence Gumbinner, N. Y., is agency. Cigarette firm — possibly Philip Morris — conceivably might pick up other week of program. Show would replace *One Man's Family*, which has not been renewed by Miles Labs. and on which Procter & Gamble negotiations fell through.

ANY NOTION that United Paramount is disposed to write off radio operations with full concentration on TV is dispelled by Leonard H. Goldenson, UPT president, who will head up new operations. He feels radio is most undersold medium extant and has in mind several fundamental projects looking toward re-survey of field, after which aggressive campaign to sell radio as it hasn't been sold before will be undertaken.

FIRST "telecaster" to get his second ownership wind is Texas oil man Tom Potter. Former owner of what is now WFAA-TV, Mr. Potter received two UHF grants—one Chattanooga and other Austin, Tex. last week (see story page 55). FCC at first queried him on state of finances and his letter of explanation showing considerable resources in oil as well as disposition of other properties convinced FCC he was qualified. Mr. Potter sold KBTV (TV) to *Dallas News* for $575,000 in March 1950.

LAMBERT CO. and Hotpoint appliances, co-sponsors of *Ozzie & Harriet* on ABC-TV starting in fall, considering adding more than ten stations to number already cleared on network. Approximately 40-market coverage is goal. Agency for Hotpoint is Maxon Inc., N. Y.; for Lambert, Lambert & Feasley, also N. Y.

AS CANADA'S TV-day draws near, Sept. 6 for Montreal, Sept. 8 for Toronto, there is still doubt if many American TV network shows will be relayed to CBLT (TV) Toronto. Understood negotiations between Canadian Broadcasting Corp. and NBC and CBS networks have struck snag, while satisfactory arrangements have been made with DuMont and ABC. CBC officials have been in New York trying to work out deal which will affect number of U.S. net shows which Canadian subsidiaries of U.S. parent companies have signed to start on CBLT and CBFT (TV) Montreal.

for more AT DEADLINE see page 90

WLAC

NASHVILLE, TENN.

.....WLAC announces the appointment

of THE KATZ AGENCY, INC.

as its national advertising representative

effective September 1, 1952....

WLAC

50,000 WATTS

CBS RADIO

The Radio Station of the Life and Casualty Insurance Co. of Tennessee

NASHVILLE, TENNESSEE

The Athens of the South

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • KANSAS CITY • SAN FRANCISCO • LOS ANGELES • DALLAS

ALTEC for every broadcast need!

When you buy for broadcast you want the best ...and Altec makes the best microphones for every phase of broadcasting and telecasting. Altec microphones are outstanding for everyday use and will exceed even the most exacting requirements when called upon for special jobs. If you are not already familiar with these exceptional microphones, expose yourself to their undeniable advantages.

For quality, the omnidirectional 21B has no peer. In video, if the mike must be shown, the 21B will be virtually invisible. Quality, ruggedness, small size and eye-appeal make the 21B outstanding above all others.

The 639B is the well known standard for directional microphones. When studio noise or other conditions dictate a directional unit, the 639B with its six selective patterns is sure to fill the need.

The 633 "saltshaker" has long been popular for general studio and field use. For ruggedness and quality at moderate price there is no better.

ALTEC LANSING CORPORATION

Distributed by GrayBar

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161 Sixth Avenue, New York 13, New York

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IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	74
Allied Arts	76
Editorial	48
FCC Actions	82
FCC Roundup	87
Feature of Week	18
Film Report	70
Front Office	52
New Business	14
Open Mike	20
Our Respects to	48
Programs, Promotion, Premiums	80
Strictly Business	18
Telestatus	64
Upcoming	38

TELECASTING Starts on page 53

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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•Reg. U. S. Patent Office

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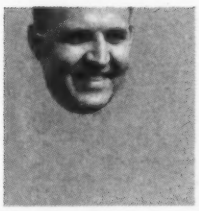
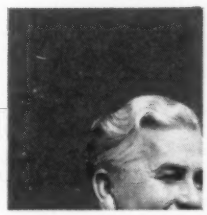
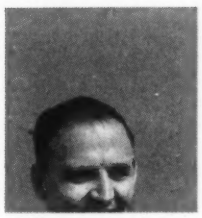






our practice makes it

perfect for time buyers in milwaukee!

You've really got it easy in Milwaukee these days. Since the advent of WCAN (formerly WMAW) you have a station owned and operated by men who sincerely know radio. These are men who have spent life-times developing programs that pay off handsomely for advertisers. Their past practice now makes WCAN the perfect buy for you in this lush market (the nation's 13th largest). If you're smart about how you spend your money, you'll investigate immediately.

Alex Rosenman, general manager

1250
on the
dial
ABC affiliated

WCAN

milwaukee's CAN DO station

represented
nationally
by O. L. TAYLOR

"AP News a tremendous success."

Adna H. Karns, Vice-Pres. and General Manager
WING, Dayton, Ohio

"WING has long been known as 'Dayton's First Station'," says Mr. Karns. "AP news has been the outstanding factor in maintaining that position as far as news coverage is concerned. Due to the tremendous success of AP news at WING, we recently brought our station WIZE in Springfield, Ohio into AP membership so it could get AP service."

AP NEWS makes dollars...

"AP newscasts always easiest to sell."

Fred L. Hart
WLPM, Suffolk, Virginia

"We have no trouble in keeping the sponsors of AP news happy." says WLPM's Mr. Hart. "They always stay on the air longer than sponsors of any other type of program. Sponsors 'perk up' when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!"

Hundreds of the country's finest stations announce with pride ***"THIS STATION IS A MEMBER***

"We believe news is the greatest single service radio has to offer the public," declares J. W. Yonts, Jr., President of Yonts Radio and Appliance Company of Dayton. "Our sponsorship of six 15-minute AP newscasts each week on WING has proved to be the greatest single factor in Philco sales in the Dayton market!"

and sense!

Sponsors of AP news on WLPM are equally enthusiastic. Ten leading advertisers in the Suffolk trading area use AP news consistently. One of them — F. P. Crowe of Crowe's Auto Body Works — says, "Since we started our 6:15 P.M. AP newscasts, our business has more than tripled!"

OF THE ASSOCIATED PRESS."

Associated Press . . . constantly on the job with

- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers . . . more than 100,000 men and women contributing daily.

YOU CAN DEPEND on AP NEWS to make dollars—and sense—for you and your sponsors. For AP news commands interested listening by the kind of audiences who make up the cream of any market!

FIND OUT today how AP news can give you ready-made, proven leadership in your market. Detailed information is yours through your AP Field Representative or directly from:

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

agency

MAITLAND JONES, Hutchins Adv., N. Y., to Lennen & Mitchell, N. Y. as vice president and assistant executive creative director and copy chief.

DAVID B. ARNDT, vice president, Lee Ramsdell & Co., Phila., elected to board of directors.

CLINTON E. FRANK elected executive vice president of Price, Robinson & Frank Inc., Chicago.

THOMAS GAYLE JOHNSTON, vice president and copy chief, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, same city, as associate director.

FRANK FLINT, radio director, McKim Adv. Ltd., Toronto, to radio department, J. Walter Thompson Co., that city, replaced by **KEITH CHASE.**

DREXEL HARDIN, copywriter, WHHM Memphis, to Action Adv., same city, as account executive.

JACK CONWAY, producer, Canadian Broadcasting Corp., to William P. Gent Co. Ltd., Toronto, as radio-TV director.

on all accounts

NETWORKS long have been aware of the value of good station relations, but it's a rare advertising agency that will follow the same policy and a rarer advertising man who can make that policy work. Such a man is Albert Wilfreid Reibling, business manager of the Kudner Advertising radio-television department.

Mr. Reibling has inaugurated for Kudner a personal goodwill canvass of radio and TV station men throughout the country on behalf of each of the agency's major shows. The practice has resulted in a pattern of cooperation between agency and station that is a virtual model of its kind.

Mr. Reibling, born in New Rochelle, N. Y., June 5, 1912, began his business career in the banking field. Starting as an office boy in the New Rochelle Bank in 1929, he shortly became an officer of the institution and was named branch manager. He resigned in 1942 to join another banking firm, The Malden Trust Co., Malden, Massachusetts, as assistant treasurer.

One year later, NBC radio beckoned with a special assignment in its comptroller's department. He remained with the radio department three years, and in 1946 was named to the television department, where he conceived the first production cost procedure estimates, the format of which still is being used by all networks. In August 1949 Mr. Reibling left the network to join Kudner Adv. in his present capacity.

Mr. REIBLING

Among Kudner clients serviced by Mr. Reibling are General Motors Buick Div., which will sponsor a program alternating every other week with *Texaco Star Theatre;* Goodyear Tire and Rubber Co. *(Greatest Story Ever Told)*: Schick shaver *(Jackie Gleason Show & Crime Syndicated);* Texas Co. *(Milton Berle);* U. S. Tobacco Co. *(Martin Kane);* and its most recent account, the Republican Party.

The Reiblings—she is the former Dorothy Arnold—have been married since April 1939. They have one son, Albert W. Jr., 10. The family lives in Ossining, N. Y.

Mr. Reibling's hobbies include coin collecting and fishing. With his father he founded the Westchester Coin Club.

beat

JACK W. EVANS, media manager at Marsteller, Gebhardt & Reed, Chicago, named manager of client service there. ELAINE KORTAS appointed assistant media manager.

MILTON H. SCHWARTZ, vice president, Foote, Cone & Belding, Chicago, named chairman of advertising and publishing section for trades and industries division of the Community Fund campaign this year.

RAYMOND J. VISCARDI to Wilson, Haight & Welch Inc., N. Y., as account executive.

G. B. MacGILLIVRAY, Kenyon & Eckhardt Ltd., Toronto, appointed manager of Leo Burnett Co. office there when it opens in early September.

VINCE L. MARTINSON to Kerker-Peterson & Assoc., Minneapolis, as copywriter and member of publicity staff.

JOHN L. DeBEVEC to J. Walter Thompson Co., Chicago, as associate media director and assistant to GEORGE PEARSON, media director.

JAMES W. THAIN, director and vice-president of McKim Adv., Ltd., Toronto, to McConnell, Eastman & Co. Ltd., that city.

BOB CARTER, Hollywood writer with Armed Forces Radio Services, to The Caples Co., L. A., as radio-TV director.

BILL DOWDING, head of radio production, J. Walter Thompson Co., Toronto, to S. W. Caldwell Ltd., that city.

KUDNER Agency, N. Y., opens special office at 270 Park Ave., to house staff assigned to Republican National Committee campaign. Washington, D. C., office for similar purpose has opened at Washington Hotel there.

ELAINE SKILL, ABC Hollywood, to Richard G. Montgomery & Assoc., Portland, as copywriter.

ERWIN SPITZER, vice president and copy chief, Hirshon-Garfield, and PHIL THOMPSON, radio-TV commercial supervisor, Cecil & Presbrey, N. Y., to Kudner Agency, N. Y., as members of copy staff.

SMITH BENSON & McCLURE Inc., Chicago, elected to membership in American Assn. of Adv. Agencies.

NATHAN E. JACOBS, president, Bozell & Jacobs Inc., Chicago, commissioned a Kentucky "colonel" in recognition of "outstanding achievement in public relations on behalf of the florist industry."

R. M. DAGG, vice president of Canadian Adv. Ltd., Montreal, elected director and vice-president of Vancouver office of Stewart-Bowman-MacPherson Ltd.

ZLOWE Co., N. Y., elected to membership in American Assn. of Adv. Agencies.

ARTHUR CLIFFORD, Holden, Clifford, Flint Inc., Detroit, to Whipple & Black Adv., that city, effective Sept. 1.

LANNAN & SANDERS Inc., L. A., moves to 1522 N. La Brea Ave., Hollywood. Telephone is Hollywood 9-1884.

CLOTILDE ARIAS, copywriter, international department, J. Walter Thompson Co., to Robert Otto Co., N. Y.

RICHARD L. BAIRD, Conde Nast Publications, to publicity staff, Abbott Kimball Co., N. Y.

TOM STANTON to art staff, Hartogensis Adv., St. Louis. WILLIAM F. ADAMS to same agency as market consultant.

"Don't Bring Me Posies When It's Shoesies That I Need"

THE SONG RENT THE IOWA AIR just 30 years ago—and the station which became WMT disk-jockeyed its way into the primitive ether. Studio, transmitter and antenna were located in a private home. Rugs and furniture came from Smulekoff's, draperies from Killian's; both are WMT's advertisers today.

THE CONTRAPTION IN THE CORNER was "a mighty 20-watt transmitter with two switch panels, the power control panel containing four meters for the proper regulation of power and the second, the transmitter panel. Generators were remotely controlled."

MODERN EQUIPMENT TODAY delivers WMT's signal on Iowa's best frequency for receptivity—600 kc. Modern programming—exclusive regional farm news and data, AP, UP & INS services, CBS network programs—delivers 338,480 families weekly to advertisers with posies, shoesies, or etc., to sell.

WMT CEDAR RAPIDS ★ *5000 WATTS 600 KC*

Represented nationally by the Katz Agency

XUM

new business

Spot • • •

LOCKE STOVE Co., Kansas City, Mo. (Warm Morning gas and coal heaters), sponsoring *The Duke and the Opry Gang* effective Aug. 16 on 29 NBC stations weekly for 13 weeks. Agency: R. J. Potts-Calkins & Holden Inc., Kansas City.

E. J. BRACH & Sons, Chicago, for its Mint candy bar, will begin 10-week concentration of daytime spots Sept. 15 in 15 markets, using two or three stations in each market with average of 80 spots weekly per city. Agency: Arthur Meyerhoff, same city.

BOOTS PURE DRUG Co., N. Y. (Melloid cough syrup), considering spot radio campaign on eastern seaboard for fall. Agency: Hazard Adv., N. Y.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), renews *Frank Gross News* on 16 CBS Pacific Network stations, Tues., Thurs., Sat., 7:30-7:45 a.m. PDT, for 13 weeks from Sept. 2. Agency: Scheideler, Beck & Werner, N. Y.

JACOB RUPPERT BREWERY, New York, has purchased five-minute Bill Leonard portion of WCBS-TV New York's *Six O'Clock Report*, Mon.-Fri., 6-6:15 p.m. EDT, and one spot announcement each on Mon., Wed. and Fri. of that station's *Late Show*. Both contracts are effective Sept. 1 for 52 weeks. Ruppert also has purchased spots on WNBT (TV) New York's *11th Hour Theatre* Thurs. and Fri., also effective Sept. 1. Agency: Biow Co., N. Y.

CBS
25th ANNIVERSARY
158 YEARS
Twelve people . . . all with a single purpose . . . and that purpose to provide WWNC listeners with the best possible entertainment . . . the best community service . . . and the best of area promotion. Here are 12 people . . . whose TOTAL SERVICE EXCEEDS 158 YEARS on WWNC alone.
Here the "know-how" of the WWNC area is assured. Here is represented the zeal and one-purpose thinking that has resulted in WWNC becoming the true voice of Western North Carolina.
WILLIAM F. MELIA
Prog. Mgr.
12 years
WILLIAM H. HAMRICK
Chief Engr.
13 years
JAMES M. LORICK
Control Room Chief
24 years
RALPH J. HOLLARS
Local Salesman
7 Years
W. L. CLEMENTS
Transmitter Engineer
9 Years
STELLA R. BRITT
Acct. Exec.
18 years
This operational "know-how" has resulted in 84% penetration in the 12 county area where BMB gives WWNC 50-100% coverage.
CECIL B. HOSKINS
General Manager
23 years
J. MACK ARNETTE
Local Salesman
9 Years
JAMES A. HAGAN
Sales Manager
14 years
HELEN J. JACOBS
Traffic Dept.
6 Years
FRANCES NELSON
Studio Engineer
10 Years
READ WILSON
Announcer
13 years
5000 WATTS WWNC DAY AND NIGHT
570 ON YOUR DIAL
CITIZEN-TIMES STATION IN ASHEVILLE, N. C.
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

PUREX Corp., Southgate, Calif. (Purex, Trend), started national radio spot announcement campaign in 90 markets, Aug. 18 for 14 weeks. Agency: Foote, Cone & Belding Inc., L. A.

Network • • •

SEABROOK FARMS Inc., Bridgeton, N. J. (frozen foods), to sponsor *Private Files of Matthew Bell* on Mutual starting Sept. 7, Sun., 4:30-4:55 p.m. EDT. Agency: Hilton & Riggio, N. Y.

KELLOGG Co., Battle Creek, Mich., will sponsor first half hour of *Super Circus* [B•T, Aug. 11], Sun., 4-5 p.m. CDT on ABC-TV effective Sept. 28. Agency: Leo Burnett Co., Chicago.

GRUEN WATCH Co. will sponsor Walter Winchell in his TV debut effective Oct. 5 on ABC-TV, Sun., 6:45-7 p.m. This advertiser also sponsors Mr. Winchell's radio show on ABC radio, Sun. 9-9:15 p.m. Show will be carried on 26 ABC-TV stations and on 343 radio stations. Agency: McCann-Erickson, N. Y.

Agency Appointments •

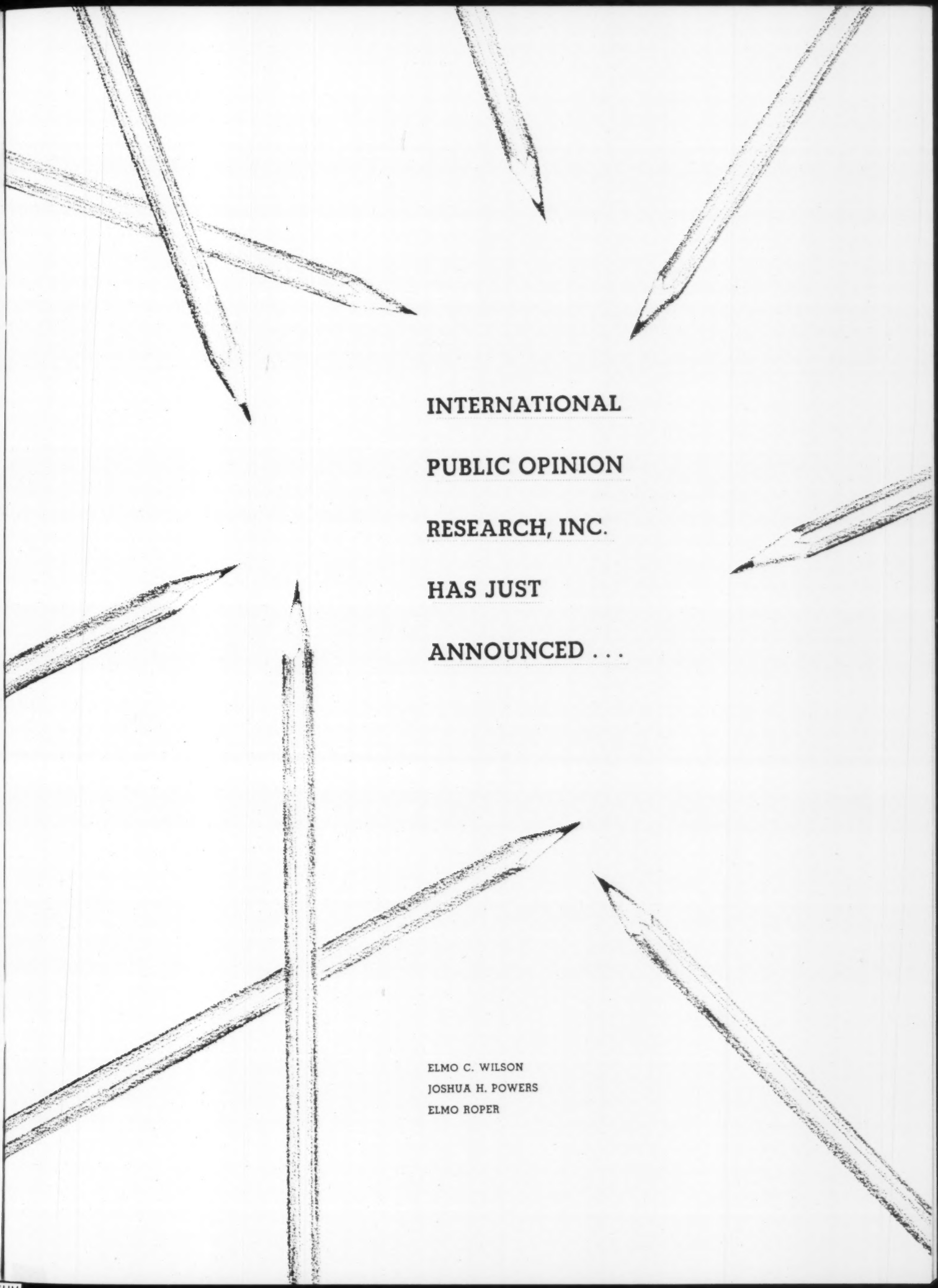
JOHN H. WILKINS COFFEE Co., Washington, D. C., appoints M. Belmont Ver Standig Inc., that city.

HALLICRAFTERS Co., Chicago (set manufacturers), appoints MacFarland-Aveyard, same city. Radio-TV spot is being considered.

SAMPSON DISTRIBUTING Co., Richmond and Roanoke, Va. (distributor for Motorola radio-TV sets), appoints Courtland D. Ferguson Inc., Richmond. Account executive is **RICHARD NALL.**

UNITED AIRCRAFT Corp., East Hartford, Conn., names Lennen &

(Continued on page 75)



INTERNATIONAL

PUBLIC OPINION

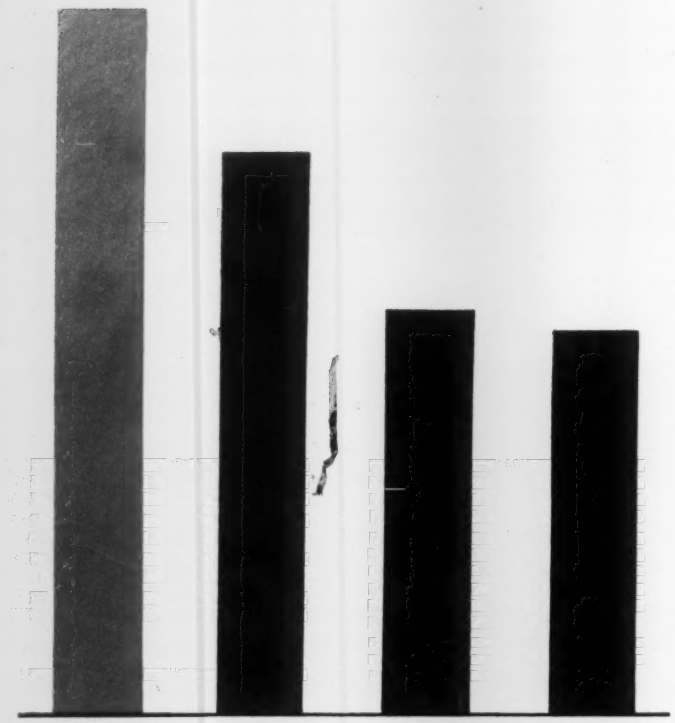
RESEARCH, INC.

HAS JUST

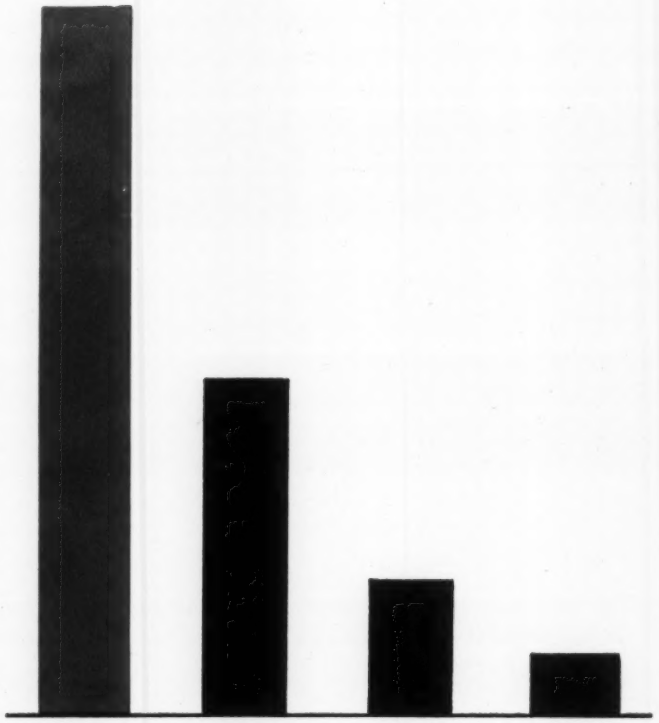
ANNOUNCED . . .

ELMO C. WILSON
JOSHUA H. POWERS
ELMO ROPER

MOST READ



MOST USEFUL



.....FINDINGS IN A NEW, NATIONWIDE S
AMONG EXECUTIVES WHO CONTROL TH

Above—through a simple sequence of bar charts—you see graphically the results tabulated right from IBM cards upon which votes were recorded by 286 persons—

** by advertising managers of companies ranking among America's 50 biggest radio advertisers.

** by time-buyers and account executives at 166 representative advertising agencies.

Combined, these people are responsible for purchases of spot and network radio pyramiding into the hundred-millions of advertising dollars.

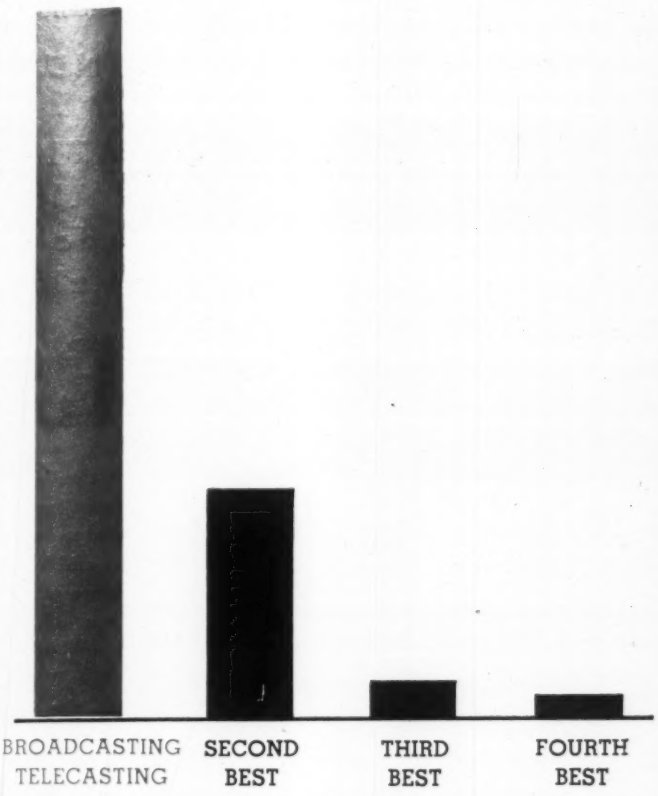
Highlights of the IPOR findings are these:

(1) Nearly nine out of every ten read BROADCASTING-TELECASTING to get their news and information about radio. The next-best publication was mentioned by 69%—most of them being the same people who read BROADCASTING-TELECASTING.

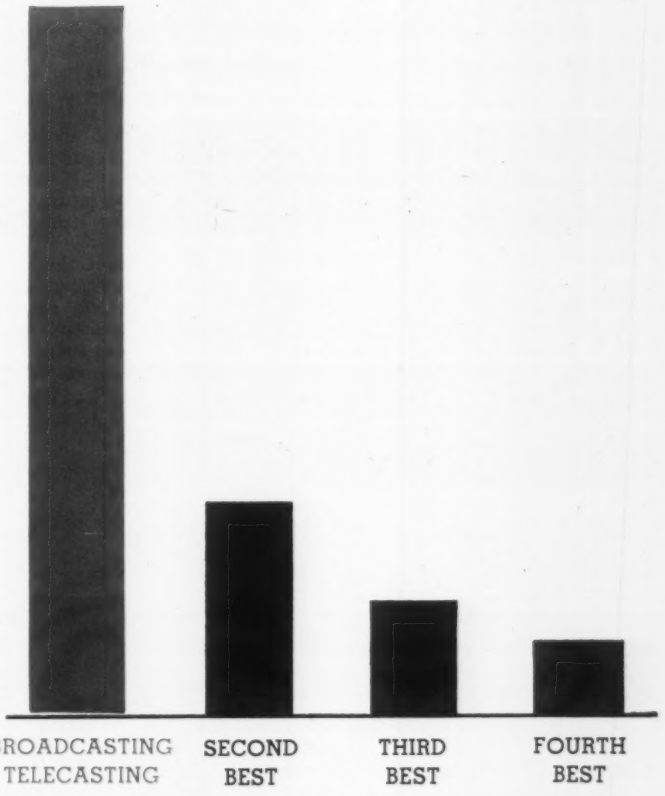
(2) Over 3½ times as many executives said they depend *most* on BROADCASTING-TELECASTING for this news and information than was so for the No. 2 magazine. (Actually, preference for BROADCASTING-TELECASTING ran 50% greater than for all other publications together!)

(3) More votes were also cast for BROADCASTING-TELECASTING as "most useful" than for all others (11 were named) *combined.*

MOST EFFECTIVE



DEPEND ON MOST



STUDY OF TRADE MAGAZINE PREFERENCE
THE MAJOR PURCHASES OF RADIO TIME.

(4) Finally—and most significant of all—IPOR discovered that a 316% majority of those responding think BROADCASTING-TELECASTING is the *one* magazine that brings radio station advertising most effectively to their attention.

As brand-new as this comprehensive study is—its discoveries do not upset the continuing pattern of two decades. For every survey, year after year . . . regardless of techniques, sizes of samples, or number of questions asked . . . has unerringly pointed to BROADCASTING-TELECASTING's preeminence in the minds of those responsible for the spending of America's biggest radio advertising budgets.

This dominance has inevitably created a very special kind of influence shared by no other publication in the radio-TV field. Yet it *can* be shared . . . *is* regularly and productively shared . . . by those who find BROADCASTING-TELECASTING the most direct approach to those busy with the selection of markets, stations, and programs.

BROADCASTING
TELECASTING

XUM

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's results are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC
Represented by NBC Spot Sales

feature of the week

A FIVE market radio-TV test six weeks ago was so successful that the Rayco Auto Seat Cover Stores, coast-to-coast seat cover specialist, has launched an extensive radio-TV spot schedule through Emil Mogul Inc., New York.

The firm will use saturation radio spots in 35 major cities and TV spots in 16 cities.

"Despite the fact that newspapers were the traditional backbone of seat cover retailers' promotional efforts, our broadcasting and telecasting success has surpassed previous dollar sales records," said Seth D. Tobias, vice president of the Mogul agency.

"Spots having proved themselves," Mr. Tobias continued, "we are now entering the second phase of radio-TV experimentation. Spot program buys are now being tested in 10 markets, with initial results indicating that they also have a very strong pull."

In addition, the firm sponsors the following television programs locally: *Front Page Detective*, half hour on WABD (TV) New York; *Strange Adventure*, WNBF-TV Binghamton, and a ten-minute show on WHAM-TV Rochester.

strictly business

Mr. BALABAN

. . . Money is bogey-man.

* * *

BURT BALABAN, director of programming and production for Paramount Television Productions Inc., New York and Los Angeles, does not consider himself a heretic among the present crop of TV film producers, but he is frankly outspoken about what he considers the poor quality of current TV films.

And the bogey-man in this sad state of affairs, Mr. Balaban believes, is money. When the advertiser is in a position to pay for fine TV film programming, the quality will improve and will be able to compete more successfully with "live shows," Mr. Balaban adds.

"Frankly, I do not believe the case for TV films has been made up to this point," Mr. Balaban asserted. "Most producers haven't been able to finance an entire series but merely turn out a pilot film. Unless total costs are taken up by the advertiser, the poor quality that has characterized many such films will continue."

At Paramount Television Productions Inc., a subsidiary of Paramount Pictures Corp. and owner of KTLA (TV) Los Angeles, Mr. Balaban aims at a formula that will turn out an entertaining film that is commercially successful. At the present time, the company is producing and distributing *Time for Beany*, a 15-minute, five-day-a-week show; *Wrestling From Hollywood*, a one-hour show, and *Hollywood Reel*, a 15-minute film. They are produced in Hollywood.

Mr. Balaban is a mild-mannered but articulate young man of thirty, who confesses that being the son of a famous man can sometimes be something of an albatross. His father, Barney Balaban, president of Paramount Pictures Corp., was president of B & K theatres, a large theatre chain in Chicago, at the time Burt was born there March 6, 1922. To the younger Mr. Balaban's credit, he has worked at learning the film business from the ground up ever since he was a boy of 11 and trailing his father on nightly visits to some 200 movie houses in the Chicago area.

Following his graduation from the New York Military Academy at Cornwall-on-the-Hudson, Mr. Balaban attended Roanoke College, an extension of the U. of Virginia, for two years. While at Roanoke, he soaked up experience in the broadcasting field by working as a disc

(Continued on page 72)

CLEVELAND
WSRS
"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR 24 Hours daily 'round the clock

WSRS

● "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

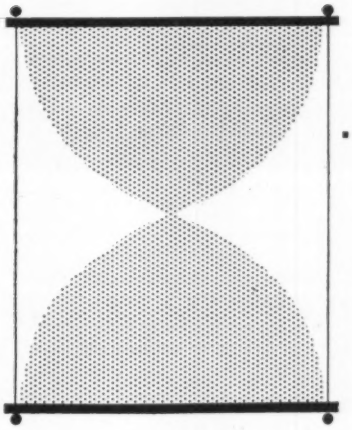
WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK

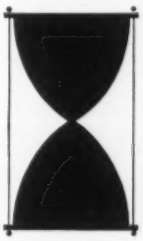
On the air 24 hours daily

"The Family Station"
WSRS
CLEVELAND
NAT'L REP. FORJOE & CO.

HOW CAN YOU SQUEEZE 118 YEARS INTO 30 MINUTES?



.. OR 15 MINUTES?



.. OR EVEN 5 MINUTES?

It's easy! When you buy time on a Westinghouse station, you enlist the equivalent of 118 years' program-building experience to win listeners for a period of 30 minutes, 15 minutes, 5 minutes, or even less. You get the combined experience of 32 years at KDKA, 31 at KYW, 31 at WBZ, 16 at WOWO, 8 at KEX.

All these years of experience bring an intimate knowledge of six major markets, as local advertisers testify. But equally important is the **interchange of know-how** among our program departments, aided and encouraged by our headquarters office in Washington.

Techniques developed in Philadelphia are adapted for the benefit of advertisers in Boston.

Sponsors in Portland, Oreg., get the advantage of skills perfected in Fort Wayne.

Customers in Pittsburgh see sales curves rise because of programming devices originated in Boston. These things happen every month, every week, every day.

Whatever you want to sell.. food products, cosmetics, furniture, banking or any other type of product or service.. consider the increasing effectiveness of spot radio, and the special advantages of **Westinghouse** radio. Make us prove it; **ask** now for sales-pulling program suggestions in any one of the six great markets we cover.

WESTINGHOUSE

RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

open mike

In Like a Lamb

EDITOR:

WE FEEL CONFIDENT YOU WILL WANT TO CORRECT SERIOUS MISINFORMATION EMBODIED IN STORY YOUR MAGAZINE AUG. 18, 1952, PAGE 60, AND WHICH BECAUSE OF WIDE CIRCULATION OF YOUR PUBLICATION MAY CAUSE REPREHENSIBLE DAMAGE TO THIS NEWSPAPER. THIS STATEMENT FOLLOWS: "THE ERIE DISPATCH HAS A CIRCULATION OF 45,000, UP 15,000 FROM ITS READERSHIP WHEN MR. LAMB BOUGHT THE NEWSPAPER (DISPATCH) IN 1947. ITS OPPOSITION HAS A CIRCULATION OF 52,000, DOWN 2,000 FROM ITS DOMINANT POSITION FIVE YEARS AGO, MR. LAMB SAYS."

FACTS OF CASE ARE IN 1947 THE DISPATCH HAD A CIRCULATION OF 39,896 AND IN PUBLISHER'S STATEMENT AS OF SEPT. 30, 1951, DISPATCH HAS A CIRCULATION OF 41,750. THE TIMES IN 1947 HAD CIRCULATION OF 54,197 AND ACCORDING TO SEPT. 30, 1951, PUBLISHER'S STATEMENT 55,865. SEPT. 30, 1951, STATEMENTS ARE THE LAST AVAILABLE. CAN BE VERIFIED NEW YORK OFFICE OF AUDIT BUREAU OF CIRCULATION. . . .

IN REGARD TO THE FOOD LINAGE, MR. LAMB IS CORRECT IN SAYING THIS LINAGE WAS ATTAINED BY FREE TELEVISION AND FREE RADIO TIME BUT NEGLECTED TO MENTION THE FACT THAT THEY ACTUALLY GIVE FREE SPACE TO A SIZEABLE GROUP OF ADVERTISERS WHOSE NAMES I WOULD BE HAPPY TO SUPPLY.

John J. Mead Jr.
Co-Publisher
Erie Times
Erie, Pa.

[EDITOR'S NOTE: Story was based on information obtained from Edward Lamb, owner of the Erie Dispatch and WIKK and WICU (TV) Erie.]

* * *

Saucers and Stars

EDITOR:

. . . Last Monday my client, Silver Star Blades, started a contest in the New York area which appears to be stirring up quite a furor along Madison Avenue. In fact, quite a few columnists have even picked it up and run wisecracks about it.

Seriously, we inaugurated this contest primarily to get the name Silver Star mentioned in conversation and to stir up interest at the dealer level, but it appears that we have a bear by the tail, and the empty cartons and entry blanks are rolling in way above expectations. . . .

Arthur J. Kemp
Vice President
McCann-Erickson
New York

[EDITOR'S NOTE: Contest, promoted by radio and newspapers, asks participants to write in 50 words or less "Here's what I think about flying saucers."]

* * *

When Rates Increase

EDITOR:

Like us, many television stations probably have been concerned when budgeting with the effect on their forthcoming revenues as a result of rate increases. Obviously, if a rate is increased on July 1 and advertisers then on the air are given six months' protection, none of those advertisers will pay the new rate for six months, whereas all new advertisers will.

I don't think anyone has tried to figure out how much business would be at the new rate during the first month after the announced rate increase, during the second month, etc.

Some time ago we started keeping a record, and here it is for whatever it is worth to you.

July 1 announced rate increase	% of business at new rate card	Jan. 1 rate increase	% of business at new rate card
July	1.00	Jan.	2.53
Aug.	5.08	Feb.	8.25
Sept.	13.40	Mar.	16.18
Oct.	22.20	April	24.26
Nov.	24.58	May	27.45
Dec.	27.13	June	27.82

The effect of rate increases announced on July 1 which, of course, is a period when there isn't the same amount of new business as there is in January is somewhat different from that of rate increases announced on Jan. 1.

Walter J. Damm
V.P & Gen. Mgr.
WTMJ-TV Milwaukee.

* * *

Missing Suburbs

EDITOR:

This morning we received our copy of the 1952 MARKETBOOK and found it a very interesting book indeed.

We were indeed happy to see on the enclosed map that Washington County, R. I., is not included in the Providence Metropolitan Area. This bears out our contention of long standing that "There is more to Rhode Island than Providence."

However, in the space devoted to Westerly, R. I., in the body of

(Continued on page 72)

Another BLUE RIBBON ACHIEVEMENT

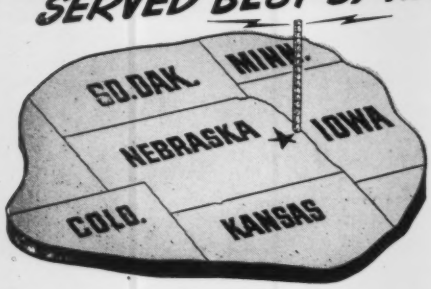
24 Hour Operation Gives Bonus

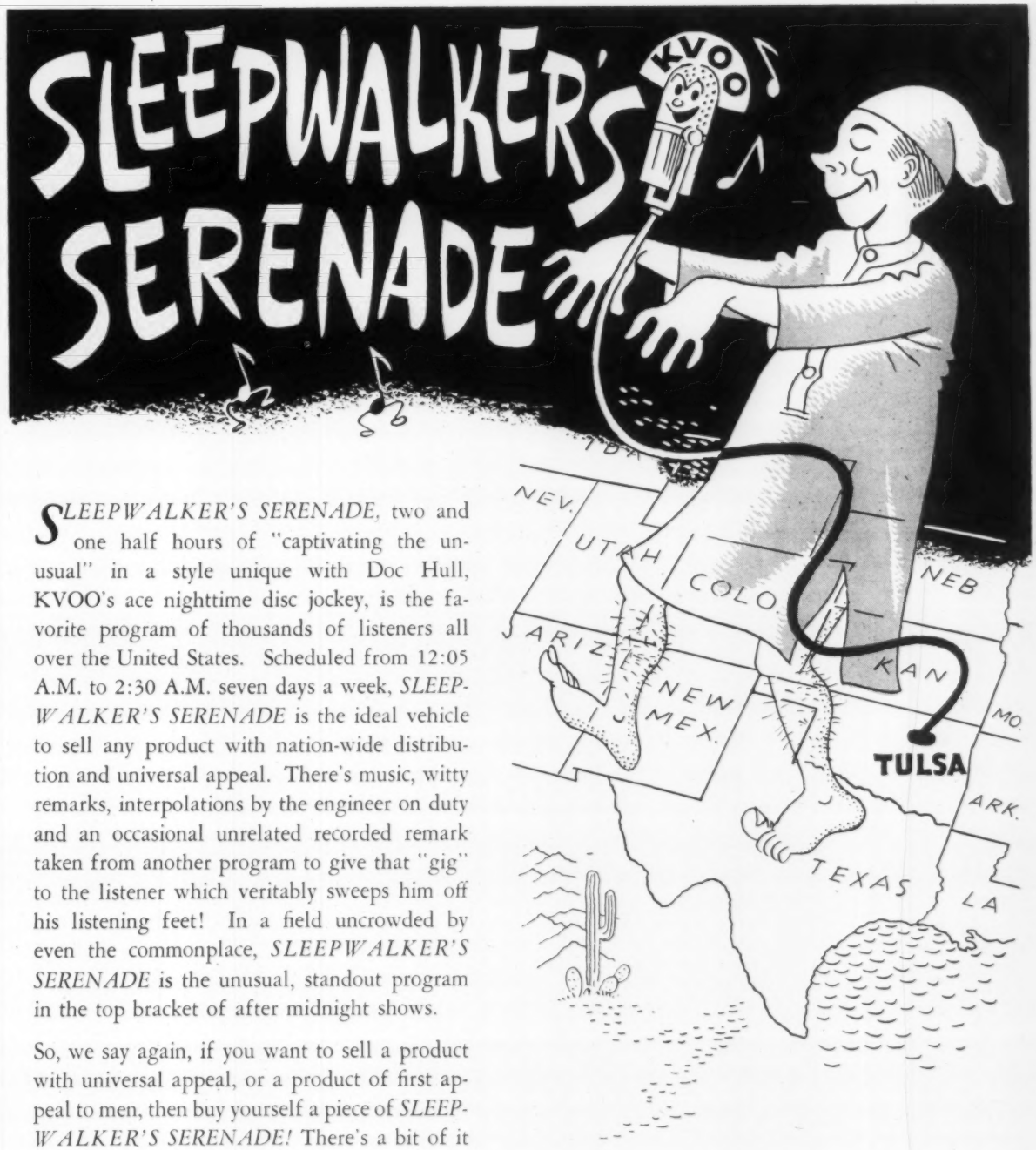
ADVERTISING IN 48 STATES, ALASKA, CANADA MEXICO and CUBA

Coverage and listenership unmatched by any other station in the area. That Achievement is being talked about by listener and advertiser alike in reference to the 24-hour operation of KFAB. Operating 24 hours daily since June 1951 KFAB has received orders from all 48 states, Alaska, Canada, Mexico and Cuba. Find out more about this bonus advertising . . . wide coverage, low cost selling . . . on the "Achievement Station." A KFAB representative will be glad to tell you more . . . or just call Harry Burke, General Manager.

For the FIRST time KFAB's "overnight" period is open for program sale. It's an opportunity to sell nationally and economically!

THE MIDWEST-EMPIRE SERVED BEST BY KFAB





SLEEPWALKER'S SERENADE, two and one half hours of "captivating the unusual" in a style unique with Doc Hull, KVOO's ace nighttime disc jockey, is the favorite program of thousands of listeners all over the United States. Scheduled from 12:05 A.M. to 2:30 A.M. seven days a week, *SLEEPWALKER'S SERENADE* is the ideal vehicle to sell any product with nation-wide distribution and universal appeal. There's music, witty remarks, interpolations by the engineer on duty and an occasional unrelated recorded remark taken from another program to give that "gig" to the listener which veritably sweeps him off his listening feet! In a field uncrowded by even the commonplace, *SLEEPWALKER'S SERENADE* is the unusual, standout program in the top bracket of after midnight shows.

So, we say again, if you want to sell a product with universal appeal, or a product of first appeal to men, then buy yourself a piece of *SLEEPWALKER'S SERENADE!* There's a bit of it left and it might as well be yours.

See your nearest Edward Petry & Company office or call, wire or write KVOO. But do it now!

KVOO operates

24 hours per day

7 days per week.

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

north carolina's

Number 1 Salesman

WPTF

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING

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AM NETWORK FALL SALES

34½ Hours Needed to Equal '51

By BRUCE ROBERTSON

BETWEEN now and October the nationwide radio networks will have to add 34½ hours a week to their commercial schedules to equal the number of sponsored network hours broadcast during October 1951.

Somewhat surprisingly, in view of the advertisers' attack on nighttime radio network rates which has just resulted in the beginning of another round of reductions, the major lag is during the daytime hours, which as of last week fell 25¼ hours short of the October 1951 daytime sponsored hour total. Evening commercial hours, on the other hand, are sold for this fall to within 9¼ hours of their last October weekly level.

These figures are derived from the accompanying list of radio network advertisers, which compares the Publishers Information Bureau record of the use of radio network time by advertisers during October of last year with the sales of radio network time for use this coming October as they stand in mid-August. Such a comparison obviously is far from exact. First, some six weeks of selling time between now and the completion of the record for this October gives ample opportunity for a hard-hitting sales effort to produce a total equaling or even exceeding that for last October.

A number of sales are set except for final determination of the best time period for the program, yet until that has been settled and the contracts signed they cannot be reported as firm for fall. Other contracts have been agreed upon orally but will not be signed until the end of vacation time.

To keep figures on a comparable basis of an average October week, such non-repetitive broadcasts as Mutual's World Series baseball coverage, which uses up a lot of time one week a year and one week only, are not included in the calculations of total number of sponsored hours on the radio networks. Football broadcasts, on once a week throughout the fall season, including October, are included as regular radio series.

As another safeguard against distortion which might unfairly reflect the network competitive picture, programs with multiple sponsorship—whether alternating, time-sharing or divided networks—are credited only with the time actually used by the program, which is reported as divided among the various sponsors, accounting for the fractional figures appearing in the time columns.

It also should be stressed that network hours cannot be translated into dollars on a uniform basis. Some network commercial programs listed are broadcast on more than 500 stations; some are on as few as 20. (Regional hookups of national networks with less than 20 stations were omitted from the list to keep it on a comparable competitive basis.) While commercial time costs for individual network sponsored programs probably could be figured out, any attempt to generalize would be rash, if not nonsensical.

Even with these provisions, the figures in Table I are both interesting and pertinent. They show that the general daytime decline commented on above is true for each network individually, every one of the four having farther to go to equal last year's daytime commercial hour figure than it has to achieve parity in the evening hours.

Mutual, in fact already has surpassed its evening time sales figure for last year, with nearly two hours more evening commercial time already on the books for this October than were broadcast on the network in October 1951. This nighttime-plus nearly balances the lack during the day, compared to last October, leaving MBS only 10 minutes behind that month's commercial time total, with every indication that in both day and evening hours this network's commercial schedule for October 1952 will run well ahead of time sales for that month of last year.

MBS Billings

Commenting on his network's relatively happy situation in comparison with the other radio networks, Adolf N. Hult, MBS vice president in charge of sales, said:

"We here at Mutual are not yet in television, so we have concentrated our efforts on AM broadcasting. This is one good reason, we believe, that of the four radio networks, only Mutual's billings are increasing this year.

"Sales activity has been on a steady increase here at MBS, which is reflected in the almost 14% gain in gross billings for the first seven months of 1952 over last year. Present commitments, the tempo of the network's selling operations and—especially—the typical advertiser's new attitude of dollars and cents reality, promise even more gratifying results for the future."

John J. Karol, vice president in charge of network sales, CBS Radio Network, noted that the deficits of nearly six hours daytime and nearly three hours nighttime in comparison to last October are "insignificant" because the 1951

(Continued on page 32)

In the turmoil over radio network rates, facts have sometimes given way to fears. Is radio really being eaten alive by television? The facts prove otherwise. On page 29 of this issue the official financial report for television shows that medium in 1951 more than doubled its 1950 revenue—but apparently not by cannibalizing radio. On page 28 an NARTB report shows that fewer radio stations lost money in 1951 than in either 1950 or 1949. On this page an analysis of advance business sold for fall by the radio networks shows that although they have 34½ hours to go to match fall volume last year, hard selling between now and October can equal and perhaps exceed 1951 levels.

TABLE I

COMMERCIAL RADIO NETWORK HOURS PER WEEK BROADCAST IN OCTOBER 1951 COMPARED WITH TOTAL TIME SOLD FOR OCTOBER 1952 AS OF AUG. 15

	Daytime		Nighttime		Total	
	1951	1952	1951	1952	1951	1952
ABC	31:15	20:22	11:50	8:12	43:05	28:34
CBS	45:55	40:00	22:37½	19:40	68:32½	59:40
MBS	17:00	14:55	4:42½	6:37½	21:42½	21:32½
NBC	40:30	34:10	22:00	17:25	62:30	51:35
Totals	134:40	109:27	61:10	51:54½	195:50	161:21½

TABLE II

RADIO NETWORKS' OCTOBER COMMERCIALS AS SIGNED IN AUGUST, COMPARED TO SPONSORED PROGRAMS BROADCAST IN OCTOBER 1951

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952	Hours Per Week 1951	Hours Per Week 1952
Admiral Corp.	World News Roundup	$.....	CBS	...	193	.....	d0:25
Allis-Chalmers Mfg. Co.	National Farm & Home Hour	30,429	NBC	168	188	d0:30	d0:30
Amana Refrigeration Inc.	Paula Stone Show	.....	MBS	...	535	.....	d0:30
American Bakers Assn.	Hollywood Star Playhouse	.....	NBC	...	190	.....	d0:30
American Bakeries Co.	Lone Ranger	16,559	ABC	40	39	1:30	1:30
American Chicle Co.	Casebook of Gregory Hood	19,300	ABC	227	...	0:30	.....
	Defense Attorney	19,220	ABC	223	165	0:30	0:01
	Stop the Music	19,528	ABC	229	...	0:15	.....
	Will Rogers	2,295	ABC	166	...	d0:10	.....
	Bobby Benson	2,808	MBS	527	...	d0:05	.....
	Big Show	20,178	NBC	167	...	0:10	.....
	Martin & Lewis	20,178	NBC	167	...	0:10	.....
	Mr. Keen	20,178	NBC	167	...	0:10	.....
	Mr. Keen	.....	CBS	...	...	.....	0:30
	Top Guy	.....	ABC	...	165	.....	0:01
American Dairy Assn.	David Lawrence	20,408	NBC	166	...	d0:15	.....
American Federation of Labor	Frank Edwards	104,604	MBS	135	159	1:15	1:15

(Continued on page 77)

MAJOR SPONSORS

By FLORENCE SMALL

AT LEAST seven major sponsors were known late last week to be putting their money into fall radio and TV productions, with the soft drink companies emerging as the week's most active, if as yet somewhat indecisive, single bloc of advertisers.

The seven fall entries, as disclosed in a BROADCASTING • TELECASTING check of the industry, are: Canada Dry, Pepsi-Cola, Coca-Cola, General Electric Appliances, Griffin Shoe Polish, Phillips Petroleum and Pearson Pharmacal Co.

Canada Dry Leads

Of the trio of soft drink advertisers, Canada Dry, New York, was perhaps the most advanced in its autumn planning. The firm, which sponsored half of *Super Circus* for the past three and a half years on ABC-TV, has dropped that program and will launch a new TV film show on a regional basis.

The program, *Terry and the Pirates*, is made by Doug-Fair Films and will start Sept. 21 as an alternate-week quarter-hour presentation on about 40 to 50 stations. The show will run in all cities where Canada Dry has company-owned factories and may be extended to some bottler cities. If local bottling company budgets permit, additional impact radio spots will be used.

The firm, through the J. M. Mathes agency, New York, also is contemplating sponsorship of some collegiate football games on a local basis.

Pepsi-Cola Co., through Biow Co., New York, has bought a quarter-hour film series of short-short stories from MCA which were originally scheduled to be seen in the 7:15-30 p.m. period, Tuesday and Thursday, on NBC-TV. Since those plans were made, however, Kellogg Co., which held the preceding 15-minute segment, has decided to relinquish its option, and Pepsi-Cola is considering moving up a quarter-hour into that vacated spot. Kellogg meanwhile has signed for the half-hour of ABC-TV's *Super Circus* which Canada Dry dropped, and will co-sponsor the program with Mars Candy Co.

Coca-Cola Co., New York, through D'Arcy Adv. in New York, is still pondering its network plans. It was learned that both NBC-TV and CBS-TV have been discussing programs and time availabilities with the firm.

The non-beverage advertisers displayed, in the main, a somewhat more resolved pattern for the fall.

Griffin Shoe Polish will sponsor, on behalf of its newest product, Mirrosheen, a 10-minute portion of *Your Show of Shows* on NBC-TV on Saturday, starting Sept. 6. The agency is Bermingham, Castleman & Pierce, New York.

GE Sponsorship

General Electric Appliances, Bridgeport, Conn., in addition to its sponsorship of the Bing Crosby show, live, on CBS Radio [B•T, July 14], also will sponsor Crosby record shows in 147 radio markets. The local programs will be sponsored for five quarter-hours per week on each station, starting some time in September for 13 weeks. Young & Rubicam, New York, is the agency.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline and motor oil), has completed its schedule for sponsorship of quarter-hour and half-hour radio shows in 35 markets and of half-hour TV shows in 19 cities. Programs, bought locally through Lambert & Feasley, New York, will run for 52 weeks.

Pearson Renews

Pearson Pharmacal Co. (Ennds), which sponsored *Lights Out* in the 9-9:30 p.m. Monday spot NBC-TV, has renewed the time for next season but is expected to place a new dramatic program to compete with CBS-TV's highly rated *I Love Lucy*. Additionally, the new show will precede the high-rated *Robert Montgomery Presents* dramatic program, thus giving the network a drama block on Monday night. Harry B. Cohen, New York, is the agency for Ennds.

BAND-AID PUSH

To Double J & J Budget

JOHNSON & JOHNSON, manufacturers of Band-Aid plastic strips, is pushing its advertising in all media for the last quarter this year so that by year's end its 1951 advertising expenditures will have been doubled.

The ready-to-use bandages will be advertised on the Kate Smith afternoon TV show, which will be aired by 61 NBC-TV stations reaching approximately 17 million TV homes, or more than 97% of all TV homes in the country, according to an announcement released today.

TV spot announcements in key cities will intensify the campaigns and from 15-30 spot radio announcements a week also will be used in 35 key cities for a six-week period starting in August.

Line Up Fall Shows

LEVER POSTS

Kalmus, Weiler Named

ALLAN H. KALMUS, NBC television press manager, last week was named press bureau manager of Lever Bros., effective Sept. 2. He will be in charge of all Lever publicity except that relating to products.

Mr. Kalmus has been associated with NBC for the past nine years, and previously had served with WQXR New York, the Office of War Information, and the U. S. Dept. of Agriculture in Washington. His successor in the network's press department has not been designated.

Lever Bros. also announced the appointment of George H. Weiler Jr., formerly of Sharp & Dohme in Philadelphia, as community relations manager, effective today (Monday).

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He demands equivalent time to answer the charges brought against him last Sunday!"

VENARD TALK

Stresses Salesmen Contacts

IMPORTANCE of local stations keeping in contact with territory salesmen of major advertisers was emphasized by Lloyd G. Venard, president of the O. L. Taylor Co., station representative firm, in an address slated for delivery at a meeting of the Arkansas Broadcasters Assn. in Little Rock yesterday (Sunday).

Advising the station men to "get to know your territory salesman and you will find that your national reputation grows," Mr. Venard asserted:

"Many stations—and these stations are the ones with unusual acceptance by the national advertiser—know, personally, the salesmen of every soap company, every food product, every drug product that comes into their territory. If the station is running a campaign for this manufacturer, the salesman is very happy to get to know the station man; if none is running, the territory salesman or broker feels he has a friendship with you as a radio man and he probably will recommend your station.

"Agencies will tell you that they have added territories and stations repeatedly because the food broker or the manufacturer's salesman kept up a continual barrage, asking for radio support in that particular town."

ROBERT SARNOFF

RTES President Nominee

ROBERT SARNOFF, NBC vice president in charge of the film division, has been nominated for president of the Radio & Television Executives Society Inc., organization resulting from a merger of the Radio Executives Club of New York and American Television Society.

Other nominees for office selected by the nominating committee at a meeting Wednesday and announced by the committee's chairman, William S. Hedges, NBC vice president, are:

Fritz Snyder, CBS-TV director of station relations, first vice president; G. W. Johnstone, radio-TV director, National Assn. of Mfrs., second vice president; Claude Barrere, consultant, secretary; Samuel R. Dean, CBS treasurer, treasurer.

Official nominees for directors of the new organization are: Robert L. Coe, DuMont TV Network; William H. Fineshriber, MBS; Ernest Lee Jahncke Jr., ABC; Don McClure, McCann-Erickson; Bruce Robertson, BROADCASTING • TELECASTING; Elliott M. Sanger, WQXR New York; Robert Saudek, Ford Foundation; Regina Schuebel, Wyatt & Schuebel; George Shupert, Peerless Productions; Eugene Thomas, George P. Hollingbery Co.

Ballots will be mailed to members, together with copies of the new constitution and by-laws, within the next few days.

XUM

CBS RADIO RATES

Revisions Effective Today

By RUFUS CRATER

IN A GREATLY simplified discount structure, CBS Radio revealed Friday the technique by which, effective today (Monday), it is cutting the time costs of evening and Saturday-Sunday morning advertisers while lifting those of Monday-through-Friday daytime sponsors [B•T, Aug. 18].

With the official approval of "over 95%" of its affiliates in hand, as against 85% needed, the network ordered into effect the plan which, approved in broad outline the preceding week, lowers evening charges by an average of 25%; makes reductions putting Saturday and Sunday morning and afternoon rates on a uniform basis, and raises Monday-through-Friday daytime charges by about 5.5% (with the usual six months protection to current advertisers).

Other Networks Study Features

Officials of the other radio networks, busily at work on possible methods of adjusting their own schedules of charges in order to remain competitive with CBS Radio, studied the new discount features closely (text of plan, at right). One characterized the plan as "a radical departure—but sort of logical." To what extent its realignment of discount computation methods might influence the approaches ultimately taken by the rival networks could not be foretold, however, though one official said he could see no great difference between achieving cost reductions by rate cuts and doing it by raising discounts.

Two broad changes in the discount structure were described by CBS Radio in its announcement:

● Combination of the old "full-network" and "weekly dollar volume" discounts into a single "annual dollar volume" discount, with graduated discounts for nine dollar-volume categories ranging from "less than $10,000" a year to "$2,500,000 or more."

Special Discounts

● Special 52-week discounts to be allowed only on programs sponsored for 52 consecutive weeks—advertisers taking hiatus do not get it.

The network has had an annual or 52-week discount in the past, applicable only to advertisers on the air for the full year, but under an "overall" discount advertisers with annual gross billings totaling as much as $1.5 million were eligible for a 20% reduction even if the billings represented less than a full year of broadcasting. This "overall" discount also was available to 52-week advertisers in lieu of the dollar-volume and annual (52-week) discounts.

Under the new plan, the 52 consecutive week discount is computed at "52 times 8½% of the largest amount of adjusted weekly gross billing (I. E. weekly gross billing less any 5% Monday through Friday daytime discount allowed thereon) that has run consecutively for 52 weeks." The old percentage figure was 12½%, but officials said the new structure has been devised so as to make 52-week advertising especially attractive to sponsors who ordinarily take hiatus.

The exact percentage by which evening advertisers' current time costs are reduced under the new structure may range from, say, 20% in the case of some to 30% in the case of others, it was understood, but overall the reductions will average about 25%. The approximately 5.5% increase in Monday-through-Friday daytime costs similarly will represent an average.

The network's nighttime rates (6 p.m. to 11 p.m.) are not changed, in line with the commitment to affiliates not to cut them for at least a year. Monday-through-Friday daytime rates (7 a.m. to 6 p.m. and 11 p.m. to midnight—10:30 p.m. to midnight on Pacific Coast stations) will go up by 11.11%, effective immediately, except in the case of current sponsors in those periods, also as in accordance with the commitment, but CBS Radio will absorb approximately half of this hike via a new 5% discount set up for advertisers using these periods. Saturday and Sunday day rates become one-half of night rates, meaning a reduction in the morning rates for these days.

CBS Radio affiliates are sharing in the absorption of the reduced charges to advertisers by taking a straight 15% cut in payments from the network. Their compensation for Monday-through-Friday Daytime programs will go up 5.5% on Feb. 25 when the network's rate increase on these hours becomes applicable to present sponsors.

The new structure makes special exceptions for six U. S. affiliates —holdouts which have not yet signed the affiliation contract amendment approving the new plan.

These six are the Goodwill Station's WGAR Cleveland and

(Continued on page 34)

Text of CBS Radio New Discount Structure

NO. 34

THIS new rate and discount structure will be effective on Aug. 25, 1952. Current advertisers are protected at current rates and discounts with respect to each of their programs until Feb. 25, 1953, and therefore, this new rate and discount structure will not be effective as of such date to any specific program of any current advertiser if its application to such program would result in an increase in the advertiser's costs for such program. With respect to any such program, this new rate and discount structure will be effective for all broadcasts occurring on and after Feb. 25, 1953, and until such date current Rate Card No. 34 will be applicable in its entirety.

RATES

Monday through Friday day rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to midnight—10:30 p.m. to midnight on Pacific Coast stations.):

Monday through Friday day rates* will be increased by 11.11% computed to the nearest dollar. (Note below, under discounts, that a discount of 5% will be allowed on the gross rates for these broadcasts.)

Saturday and Sunday day rates (7:00 a.m. to 6:00 p.m. and 11:00 p.m. to midnight—10:30 p.m. to midnight on Pacific Coast stations.):

Saturday and Sunday day rates will be one-half of night rates.

Night rates (6:00 p.m. to 11:00 p.m.:

Night rates will remain the same as listed in Rate Card No. 34, supplemented.

Transition Rates

Transition rates apply to all stations broadcasting on current New York time from 6:00 p.m. to 6:30 p.m. and to Pacific Coast stations from 10:00

(Continued on page 36)

STABILIZED VALUES

Seen by Karol in CBS Cuts

THE "most far-reaching effect" of CBS Radio's realignment of "the antequated radio rate and discount structure" — whereby nighttime costs to advertisers are cut by an average of 25% while Monday-through-Friday daytime costs go up about 5% and Saturday and Sunday morning costs are reduced to the Saturday and Sunday afternoon level [B•T, Aug. 18; also see above]—will be to stabilize radio values *for a long time to come*."

This view was expressed by CBS Radio's John J. Karol, vice president in charge of network sales, in an address last Tuesday before the St. Louis Adv. Club.

He said radio values "will be stabilized in two ways," which he described as follows: "(1) All the evidence that we have . . . is that values set up by this new discount structure will stand for a long, long time as basic and fair and profitable values to our advertisers," and "(2) CBS Radio, by being the leader in audiences and values, has taken a step which should stand as a bench-mark for other broadcasters."

Mr. Karol continued:

"The values and the costs represented by this [new discount] structure are not theoretical values. They are values which have been established after many months of analysis of past performances and projection to probable future performances.

"They remove completely from our consciousness any interest or any need to make special arrangements for any advertiser these days —regardless of size. They do this by establishing sound researched values for all day parts of our schedule—which values are the greatest in all advertising."

Mr. Karol said that "essentially, we have rebalanced the cost between day and nighttime periods reflecting the audience delivered in these day parts," and "secondly, we have arrived at a structure which will continue to keep CBS Radio values superior to those of any other medium and greater than those of any other network."

He added that "today, despite a period of rising costs, CBS Radio advertisers will continue to be able to promote their products with efficiency on the CBS Radio Network."

The cost of an evening half-hour now, when the network has over 190 stations, will be $468 less than in 1937 when there were 90 affiliates, he declared.

"During this same period of time," he continued, "the number of radio homes has increased 75% —from 24.5 million to almost 43 million. And for one dollar of time cost, the number of radio homes available has increased 85%. In fact, even if you deduct all the homes with television (which is obviously absurd), your dollar of time cost today is still 8% more efficient than it was in 1937."

Radio not only is "the advertising medium that more families and more individuals spend more time with," Mr. Karol asserted, but "is growing bigger and bigger," with radio set sales running 2 to 1 over TV and research showing the average person "spends more time listening to radio than reading magazines and newspapers and watching television combined."

He cited American Research Bureau Inc. studies as showing a major change in the pattern of radio listening.

"In radio-only homes," he explained, "a little less than half of radio listening is done in the living room. In homes with television, less than one-quarter of radio listening is done in the living room. In other words, the so-called secondary sets have become the major points of listening.

"In spite of this, the Nielsen system of Audimeter measurement still gives comparatively little at-

(Continued on page 34)

RADIO IS SOUND

Fellows Hits Rate Cuts at NARTB Dists. 7, 8

By J. FRANK BEATTY

BROADCAST advertising, still solidly entrenched after four years of open TV competition, is entering an era of permanent prosperity, NARTB President Harold E. Fellows told district meetings last week in Cleveland and Mackinac Island, Mich.

Despite TV, with its upcoming expansion, broadcasters can operate profitably if they follow sound business principles and develop the neglected field of retail business, Mr. Fellows told delegates from four states as the annual NARTB district series got under way.

Well-attended meetings of District 7 (Ohio, Ky.) and District 8 (Ind., Mich.) heard President Fellows keynote a series of panel discussions covering many of the knottiest problems facing radio and TV management.

The District 7 meeting was held Monday-Tuesday at the Hotel Statler, Cleveland, with Robert T. Mason, WMRN Marion, Ohio, presiding as district director. District 9 met Thursday-Friday at Grand Hotel, Mackinac Island, with Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., as district director.

Noting concern among broadcast delegates at the impending expansion of TV (see TV panel story page 56), President Fellows warned them to stick to their rate cards. In his keynote talk at both meetings he declared that "cheap programming and cut rates are not a tonic but a poison" in meeting TV competition.

In a prepared luncheon speech titled "I Can Get it for You Retail," he cautioned broadcasters that "a retailer questions the force of a medium that operates on a rate that changes from day to day."

Retailing Is Emphasized

The speech, to be delivered at all the 17 district meetings, calls on broadcasters to realize the potential advertising available from retailing, "the biggest business of all." Urging broadcasters and retailers to cooperate, Mr. Fellows said retailers must join broadcasters in driving out "the fast-dollar charlatans who sell by sleight of hand." This can best be done, he said, through cooperation of retailers and radio. He added that department store purchases for the first quarter of 1952 are down about 9% from 1951.

Both groups should meet in local clinics, he suggested, continuing, "It's about time the merchant understood the radio business and the broadcaster understood the business of being a merchant." Each group should read the other's trade journals, he suggested.

As the lowest cost mass medium, radio can move goods for retailers by "moving people from their homes into the stores," Mr. Fellows said.

"We must create again an atmosphere in which to say, 'I can get it for you retail,' is in itself a guarantee of quality and satisfaction," he said.

Explaining that the merchant doesn't understand about broadcasting, Mr. Fellows said: "He doesn't understand that it is a special technique of advertising, to be compared with printed media only to the extent that they share common purpose: To deliver customers and create goodwill. He doesn't understand the need for special copy treatment. Too frequently, he tries to use radio to move white elephant merchandise, and often compounds the error by playing hide-and-seek with the radio customers in an effort to prove radio's effectiveness. And often, which is the greatest sin, the retailer thinks he knows more about radio selling than the broadcaster —and insists upon his selection of program and commercial."

* * *

* * *

AGENCY-STATION group at first NARTB meeting (front row, l to r): Chuck Lonsdale, Meldrum & Fewsmith, Cleveland; Len Nasman, WFMJ Youngstown; Helga Preisman, Marcus Adv., Cleveland; C. S. Dargush Jr., counsel, Ohio Assn. of Broadcasters; Vernon Nolte, WHIZ Zanesville. Back row, John Cherpack Jr., WBBW Youngstown; W. C. McKearney, Foster & Davies, Cleveland; R. O. Runnerstrom, WLOK Lima; Mort Watters, WCPO-TV Cincinnati; L. A. Pixley, WLOK; James C. Hanrahan, WEWS Cleveland; Allen Haid, WSPD-TV Toledo.

On the other hand, he continued, there are things the radio-TV executive doesn't know about retailing: "That a retailer resents it when a salesman tries to emphasize the virtue of his product or service by the lazy expedient of deploring the virtue of a competitor. That a retailer operates on a narrow margin of profit and must expect his advertising to move merchandise as well as create goodwill. That a retailer is, or should be, interested in audience—or prospects. And, sadly, often the broadcaster thinks he knows more about the retailing business than the retailer knows."

The inaugural district meeting at Cleveland produced only routine resolutions, commending speakers and lauding NARTB's progress under the Fellows administration. Mr. Mason and William Fay, WHAM-TV Rochester, who directed the TV panel, were singled out for praise.

Final action at the Cleveland meeting was to review suggestions of a sites and policy committee headed by Gilmore L. Nunn, WLAP Lexington, Ky., a former District 7 director. His committee's report included a proposal that district meetings be concentrated into one long day of meetings. Another suggestion would program the first day of two-day meetings especially for non-members, with second day devoted to sessions for members.

Taking up radio's current problems in his Monday morning talk, Mr. Fellows said four years of open competition with television definitely has proved that radio is not only here to stay, but will be

STANDARDS

New NARTB Committee To Study Rate Problem

THE WHOLE problem of radio rate-cutting, with its devastating effect on the broadcast industry's economy, and the ethics of programming and advertising will be tackled by a new committee now being set up, NARTB President Harold E. Fellows told District 8 Thursday. (See main story this page).

NARTB's approach to this basic question takes the form of a Radio Standards of Practice Committee. Membership will be announced in a short time. Revival of the standards committee was authorized by the board of directors at its early summer meeting.

Stanley Pratt, WSSO Sault Ste. Marie, Mich., NARTB District 8 director, brought up the rate discussion during Mr. Fellows' opening talk to the district at Mackinac Island, Mich.

Referring to the suggestion of Todd Storz, KOWH Omaha, that an NARTB rate card seal plan be adopted by the association [B•T, Aug. 18], Mr. Fellows said he thought the seal idea was a matter for board study.

Noting that Mr. Storz' views had been given in a BROADCASTING • TELECASTING story, he said he had replied to Mr. Storz, lauding him for the constructive suggestions in the seal plan and pointing out legal ramifications.

The new radio standards committee is scheduled to meet this fall, Mr. Fellows said, and probably will have recommendations on the whole rate problem to submit to the NARTB Radio Board at its Nov. 20-21 meeting.

Cut-rate deals are business-killers, Mr. Fellows said. He contended there are only two reasons for rate concessions—how much time is bought in a week and for how many weeks.

Mr. Fellows later told BROADCASTING • TELECASTING he thought the standards committee would provide a proper place for a complete study of the whole radio rate problem. Asked if he included networks in his rate-cutting philosophy, Mr. Fellows said he did not feel the association can enter negotiations between networks and their affiliates.

Revival of the standards of practice committee throws the whole question of radio ethics into the open once more. The present radio standards were adopted in 1948 at a time the industry was the target for widespread criticism about advertising and program practice. Criticism died down after the code went into effect. Now the charge is again heard from time to time that radio stations are ignoring their standards as competition gets tougher, that the document is nothing more than a piece of paper.

The radio code has no provision for enforcement. The television code adopted last March 1, on the other hand, includes a seal of good practice and it is backed by a Code Review Board that discusses violations. In addition the review board can file reports on station complaints to the NARTB Board, which in turn has the right to withdraw the seal.

TV stations have been promoting the seal extensively, particularly at the beginning and end of programs and during station breaks. More than 90 of the operating TV stations are code subscribers.

XUM

FIRST MEETING of NARTB district series included Cleveland agency-advertiser guests. Front row (l to r): M. C. McDonald, McCann-Erickson; Mrs. Marion Reeves, Gregory & Howe; Ralph J. Failor and Lou Boyce, Fuller & Smith & Ross. Back row, Robert Dailey, McCann-Erickson; Frank Kolb, Standard Oil Co. of Ohio; H. R. Malcolm, Malcolm Adv. Agency; Charles Oswald, Charles Oswald Adv.; L. L. Evert, Ohio Bell Telphone Co.; Arthur W. Oldham, McCann-Erickson.

RADIO ECONOMIC problems occupied attention of this group at NARTB opening session in Cleveland. Front row (l to r): William Thomas, J. Walter Thompson Co.; Herbert E. Evans, WRFD Worthington, Ohio; Richard P. Doherty, NARTB. Back row, J. R. Bradshaw, WRFD; Jack Maurer, WHK Cleveland; R. Morris Pierce, WDOK Cleveland; Larry Webb, WJW Cleveland; Dick Klaus, WERE Cleveland; Gene Trace, WBBW Youngstown.

* * *

permanently prosperous. NARTB is starting a series of field studies that will show radio's stability as a professional medium against all competition but also will provide basic information to help AM stations in their business.

Here Mr. Fellows sounded his warning of the hazard involved in cut-rate tactics and special deals.

In listing NARTB's services he emphasized the impending group insurance covering station towers, with stations slated to make substantial savings through industry-wide writing of policies. The basic proposal provides that one insurer write the policies for all the insurance companies participating in the group project. He termed it the first business insurance of this type written on a group basis.

Mr. Fellows devoted a large part of his talk to the political situation and trends in legislation. He observed that two decades of liberal government have left a heavy impact on broadcasting operations. Furthermore, he said, states now are starting to attempt regulation of the medium despite its strictly interstate character.

In the question-answer session much talk centered about rates charged candidates and the rights of stations in broadcasting political talks. Mr. Fellows urged broadcasters to read NARTB's pamphlet on the subject [B•T, Aug. 18]. He commented at one point that political broadcasts generally are 100% commercial in content. As a rough formula he said stations could charge their national rate for national candidates and their local rate for local candidates. He added that political broadcasts are in the public interest. Answering questions on nuisance tactics of minor political groups, he said broadcasters must wage a continuing fight to preserve their rights.

Mr. Fellows stressed the fact that recent amendment of the Communications Act had introduced rate control for the first time. This clause, slipped through in a bit of parliamentary maneuvering, requires that stations give candidates equality in rate charges.

Mr. Mason suggested that nuisance requests from minorities are sometimes mimeographed and can be screened by secretaries.

Kenneth Given, WLBJ Bowling Green, Ky., was chairman of a news clinic at the Monday morning session. On the panel were Harold Heminger, WFIN Findlay, Ohio; R. Sanford Guyer, WMOA Marietta, Ohio, and Ed Toleman, WZIP Covington, Ky.

Mr. Given outlined ways of using small tape recorders. He said his station receives much news from weekly newspapers, giving them a credit for news items. The device lends itself to promotion, he added. Mr. Guyer suggested as a sales device that salesmen use newscasts containing sponsor mention for auditions, saying it often brings a contract.

Newscasts should be flexible, avoiding repetition that annoys listeners, Mr. Toleman said. Avoid bias in interpreting news, he advised, reminding his audience that the public credits broadcasting with accurate and authentic news reporting.

Mr. Heminger said his station has 40 country correspondents working on a string basis, paying by the word. The station keeps in direct contact with colleges, industries, federal offices and other activities as part of its newsgathering process. He urged all stations to employ a fulltime news editor.

Addressing the Monday luncheon was Richard G. Lewis, publisher of the *Canadian Broadcaster* and *Telescreen*. Speaking on the topic, "Broadcasters Are People," he urged stations to "talk to people in their own language," avoiding cumbersome and dull approaches.

Taking part in a Monday afternoon program clinic were F. E. Lackey, WHOP Hopkinsville, Ky., chairman; Hugh Potter, WOMI Owensboro, Ky.; Vernon A. Nolte, WHIZ Zanesville, Ohio; Gene Trace, WBBW Youngstown, Ohio; Robert Ferguson, WTRF Bellaire, Ohio; Mike Layman, WSFC Somerset, Ky.; Art Eiderman, WZIP Covington, Ky.

J. W. Betts, WFTM Maysville, Ky., and Robert Fehlman, WHBC Canton, Ohio, reported as presidents of their respective state associations on legislative developments in their areas.

Members of the resolutions committee, besides Mr. Pixley, were Jay Wagner, WLEC Sandusky, Ohio; R. H. Moody, WHIO Dayton, Ohio; W. T. Isaac, WHIR Danville, Ky.

Serving on the sites and policy committee with Mr. Nunn were Carl George, WGAR Cleveland, and Nathan Lord, WAVE Louisville.

William T. Stubblefield, NARTB station relations director, reported that NARTB has 1,523 members, including 46% of radio stations. This represents a 9% membership increase since last summer, he said. Mr. Trace, as chairman of the membership committee, called on members to bring non-member stations into the fold.

In opening the Mackinac Island meeting, the District 8 director, Mr. Pratt, named J. M. Higgins, WTHI Terre Haute, Ind., chairman of the resolutions committee. Mr. Higgins named these three members: Milton J. Greenebaum, WSAM Saginaw, Mich.; Edward Thoms, WKJG Fort Wayne; Joseph P. Scherer, WHFB Benton Harbor, Mich.

Director Pratt appointed John E. Fetzer, WKZO Kalamazoo, Mich., as chairman of the committee to evaluate district meeting procedure. Others named to the group were Richard M. Fairbanks, WIBC Indianapolis, and C. Bruce McConnell, WISH Indianapolis. All

(Continued on page 38)

HEADTABLE group at NARTB District 7 luncheon at Cleveland (l to r): William T. Stubblefield, Robert K. Richards and President Harold E. Fellows, NARTB staff; Richard G. Lewis, Canadian publisher, luncheon speaker; Robert T. Mason, WMRN Marion, Ohio, district director; J. W. Betts, WFTM Maysville, Ky.; Robert Fehlman, WHBC Canton, Ohio; David Mackey, Pennsylvania State College.

RADIO IN GOOD HEALTH

But Preventive Medicine Needed

RADIO'S financial health is good and will continue to be good, with the aid of prudent management.

This diagnosis of broadcasting's economic welfare and future prospects was made last week by Richard P. Doherty, NARTB employe-employer relations director and nationally known economist.

It came as NARTB opened its annual series of 17 district meetings in Cleveland, starting last Monday and continuing to Oct. 21 (see district meeting coverage page 26).

Despite television's zooming impact, the number of broadcast stations suffering a loss in 1951 was the lowest in several years, Mr. Doherty said in addressing the Cleveland meeting and the Mackinac Island meeting that followed.

Only 19% of broadcast stations lost money in 1951, he said.

In 1950, 25% lost money.

And in 1949, 33% operated in the red.

With this appraisal of broadcasting's health, Mr. Doherty sounded a warning. He cautioned broadcasters to watch the rising trend in operating costs, especially labor, as stations continue to meet television competition. Using the medical analogy, he declared the patient's health to be sound but observed an upward trend in blood pressure (higher operating and labor costs) that must be carefully watched.

Stations under $125,000 income a year show a particularly high operating ratio and low margin of profit, Mr. Doherty observed.

Inflation, with rising labor and operating costs, will continue to confront broadcasters — AM, FM and TV alike—as well as all other business groups regardless of the political outcome in November, he said.

National Income

Analyzing inflationary forces, he found that the national income has risen from $233 billion in 1947 to $328 billion in 1951, an increase of 41%. During this 1947-51 period, however, revenue of the broadcasting industry rose by only 30%, well below the national trend.

"Radio stations and networks need a combined additional income of some $153 million dollars if the industry is to get the same proportionate share of the nation's income as received in each of the years 1946, 1947, 1948, 1949 and 1950," he explained.

The broadcast operating ratio of expenses and revenue is running well above the pre-war and wartime level, he found, with 1951 operating expenses alone absorbing 85.5 cents out of every revenue dollar (see chart).

Mr. Doherty said the major immediate problem, on a local-level basis, confronting every radio and TV broadcaster "is to avoid, or minimize, the squeeze between income and operating costs." By early 1953, he predicted, this squeeze will become more and more noticeable.

He described radio as "probably the only industry which has absorbed all rising operating costs out of profits. Newspapers and other lines of business have raised rather substantially the prices of their product or services to cover the steady upward march of costs."

Costs-Prices Ironies

It's ironical, he observed, that so many businessmen who, in their own businesses, know full well the impact of higher costs upon prices virtually fail to realize that radio has been equally subjected to higher wages, higher equipment costs, higher taxes, higher costs for services and higher operating cost ratios.

"Radio remains the only industry which seems content to reduce profits to pay for higher costs of operation," he said, adding this solemn warning: "If inflation continues into the future, the results could well be devastating."

Defining trends in radio revenue and station operating costs, using 1941 as a base year, he found that station revenues have risen 180% but at the same time total operating costs have gone up 223%. In this period, he added, labor costs have gone up 234%.

Correcting industry revenue for the increase in prices, he said, the industry's income has gone up less than 70% in a decade.

Operating costs are too high at the majority of radio and TV stations, according to Mr. Doherty, ascribing the costs primarily to excessive payroll expenditures. "While many stations operate with an efficient minimum staff," he observed, "at least 50% of stations employ too many persons for the manpower services required."

Profits & Management

He told broadcasters that profit margins "are not solely the result of the ebb and flow of business forces but are the direct product of aggressive management. Never in the history of broadcasting has there been such a crying need for industrywide cooperation and for outside operating services and aids if profit-making stations are to maintain their profits and red ink stations are to get into the black."

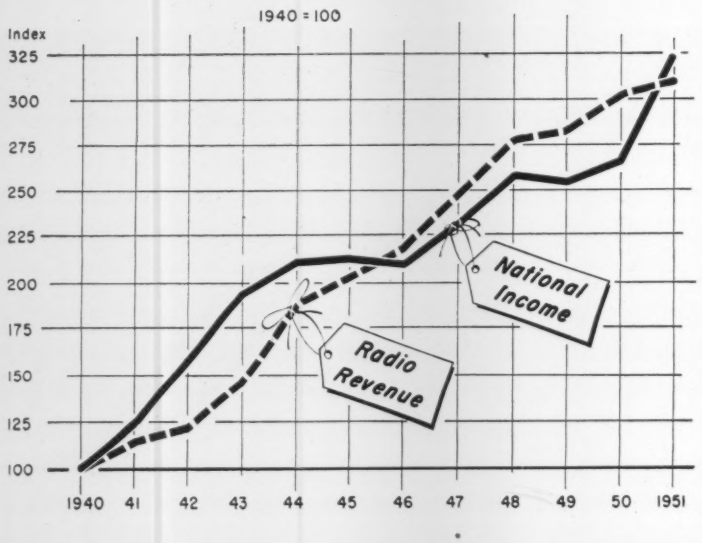
Among causes of excessive payrolls, he said, are feather-bedding arising out of union practices; careless work scheduling on theory most jobs are creative and can't be systematized; failure to understand job requirements; taking the most available job applicants instead of searching for competent personnel; excessive labor turnover, due to nature of industry and to failure to pay adequate salaries to best workers; laxity in employe relations and morale; failure to use technological advances.

Mr. DOHERTY

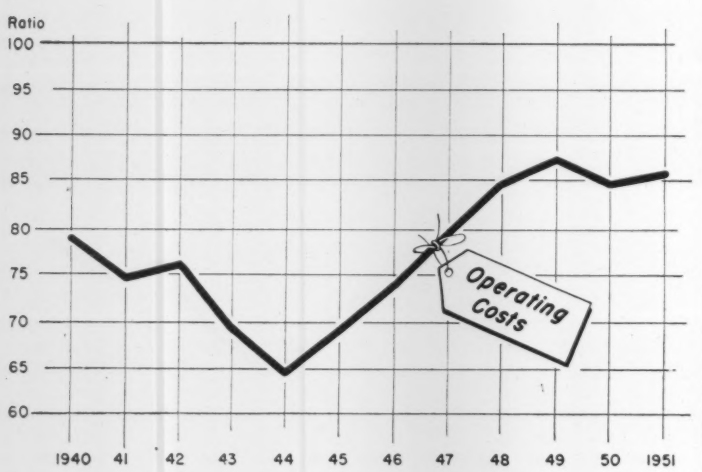
. . . inflation can be devastating

WHAT NEEDS TO BE DONE

In the post-war years, 1946-50, radio revenue increased in fairly consistent proportion with the expansion of the general economy. But in 1951 it fell behind the general advance. Additional revenue of some $153 million must be obtained if radio is to recover its proportionate share of the national income.



Additional revenue alone is not the whole answer. Operating costs, which in 1951 took 85.5 cents out of every revenue dollar, must be reduced. Chart below shows how operating costs have risen, in proportion to revenue, in post-war years. Squeeze between income and operating expense must be minimized.



XUM

TV INCOME & OUTGO

Official Financial Report Released

TV STATIONS and networks took in $235.7 million in 1951, put out $194.1 million, wound up the year with total profit (before federal taxes) of $41.6 million, according to financial data released last week by the FCC, the only official source for such information.

Last week's report was the final financial tabulation for the TV industry, supplanting and in many particulars correcting a preliminary estimate released by the Commission last spring [B•T, March 10].

1951 was the first year that the industry, as a whole, got out of the red. The year before it lost $9.2 million and in 1949, $25.3 million.

Table I

BROADCAST REVENUES, EXPENSES, AND INCOME [1] OF TELEVISION NETWORKS AND STATIONS

1949-1951 ($ Millions)

	1951	1950 [2]	1949 [3]
Broadcast Revenues			
4 Networks (including 15 owned and operated stations)	$128.4	$55.5	$19.3
93 television stations	107.3	50.4	15.0
Industry total	$235.7	$105.9	$34.3
Broadcast Expenses			
4 Networks (including 15 owned and operated stations)	$117.4	$65.5	$31.4
93 television stations	76.7	49.6	28.2
Industry total	$194.1	$115.1	$59.6
Broadcast Income [1]			
4 Networks (including 15 owned and operated stations)	$11.0	($10.0)	($12.1)
93 television stations	30.6	.8	(13.2)
Industry total	$41.6	($9.2)	($25.3)

( ) Denotes loss.

[1] Before Federal income tax.

[2] 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.

[3] 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

1951 was also the first year that networks and their owned-and-operated stations took in more money and made more profits from television than from radio. (See Table II below.)

Table II

NATION-WIDE NETWORKS INCLUDING OWNED AND OPERATED STATIONS COMPARATIVE DATA FOR AM AND TV OPERATIONS

1949-1951 ($ Millions)

	1951	1950	1949
	Broadcast Revenues		
AM	$99.0	$106.0	$105.3
TV	128.4	55.5	19.3
Total	$227.4	$161.5	$124.6
	Broadcast Expenses		
AM	$89.5	$87.3	$86.8
TV	117.4	65.5	31.4
Total	$206.9	$152.8	$118.2
	Broadcast Income (before Federal Income tax)		
AM	$9.5 [1]	$18.7	$18.5
TV	11.0 [1]	(10.0)	(12.1)
Total	$20.5	$8.7	$6.4

( ) Denotes loss.

[1] As reported by the networks. However, networks engaging in joint radio-TV operations have indicated that certain overhead expenses not readily allocable between radio and TV, have been charged against radio. To the extent that this occurred, the above figures may understate radio income and overstate TV income.

For the vast majority of stations that were on the air throughout both years, 1951 was better than 1950. Of 96 stations in this category, only eight were worse off in 1951 than in 1950. The others either decreased losses, got into the black or improved profit positions. (See Table III.)

Table III

CHANGES IN INCOME BETWEEN 1950 AND 1951 OF 96 TV STATIONS IN OPERATION FOR FULL YEAR DURING 1950 AND 1951

Stations Reporting	Number of Stations
Increased loss in 1951	5
Decreased income in 1951	2
Income in 1950 and loss in 1951	1
Decreased loss in 1951	6
Loss in 1950 and income in 1951	33
Increased income in 1951	49
Total	96 [1]

[1] Data not available for two stations.

The 1951 report also emphasized what a big-money business television is as compared with its sister service, radio.

Total revenue of four television networks and 108 television stations—the entire TV system—was more than half the total revenue of $455.4 million taken in by seven radio networks and more than 2,000 radio stations in 1950. TV expenses were almost half of radio expenses in 1951. TV profits, however, were more than two-thirds of total radio profits.*

It takes money to make money in TV. There's $92.9 million invested in tangible broadcast property by the four TV networks and 108 TV stations, according to the FCC's report. Of that amount $37.9 million has been invested by the networks and their 15 owned-and-operated stations. The other 93 stations have $55.1 million tied up in plants.

Only six stations have an original cost investment each of less than $200,000; 11 have a property investment between $200,000 and $300,000; 21 between $300,000 and $400,000; 14 between $400,000 and $500,000 and 51 over $500,000.

FCC figures show a correlation between the size of the market which the TV station serves and the amount of money the station spends in building.

Twenty-nine stations in markets of one million population or more have an average of $923,716 invested in tangible broadcast property. The average investment of 26 stations in markets of 500,000-1 million population is $571,242; of 25 stations in markets of 250,000-500,000 population, $383,726; of 11 stations in markets of 100,000-250,000, $299,334; of two stations in markets of under 100,000 population, $277,245.

Total TV revenues in 1951 came from these sources: time sales, $175.3 million; talent sales and commissions, $33 million; sale of program material and services, $27.4 million.

Time sales were broken down like this: Network, $97.6 million, up 177% over 1950; spot, $59.7 million, up 139%; local, $51.3 million, up 69%. (These dollar figures add up to more than the total time sales above because the FCC extracts agency commissions from total time sales but not from the individual network-spot-local categories.)

Excluding the 15 stations owned and operated by networks, the average TV station in 1951 took in $1,145,950 in time sales, $265,457 from network business, $453,980 from spot, and $426,513 from local. After deduction of commissions to agencies, sales representatives, etc., its net revenue from time sales was $990,498. Additionally it took in $58,852 from talent sales and $104,440 from "sundry broadcast revenues" including sale of program services.

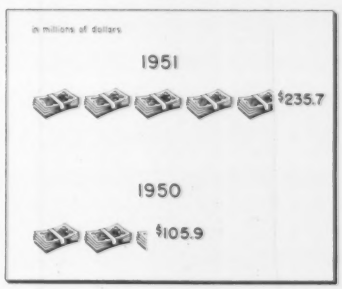
This average station put out $824,574 in expenses, broken down this way: Technical costs, $171,839; program costs, $359,974; selling

(Continued on page 31)

* All radio figures are preliminary estimates by FCC subject to refinement. Final radio financial data has not yet been computed.

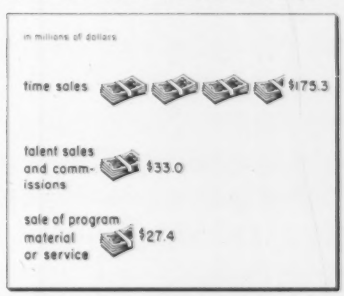
TOTAL TV REVENUE IN 1951 DOUBLED THAT OF '50

TV revenue is scooting skyward, 1951 volume being twice that of 1950 and seven times that of 1949 ($34.4 million). This revenue is divided among four networks, 108 stations.



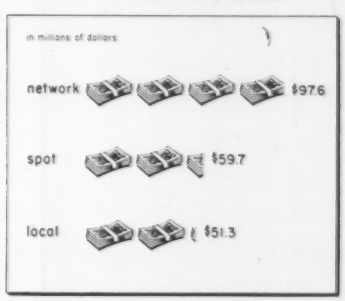
75% CAME FROM TIME SALES, REST FROM PROGRAMS

Time sales, shown at right, are after commissions to agencies, representatives, etc. Figure is the actual amount rung up by networks and stations. Others are net figures too.



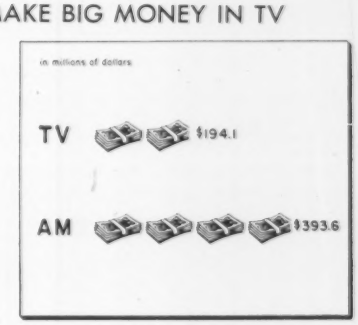
NETWORK LEADS TELEVISION TIME SALES CLASSES

Figures at right are before deduction for commissions, hence do not add to total time sales figure in chart above. Network sales in 1951 were up 177% over 1950, spot up 139%, local up 69%.



IT TAKES BIG MONEY TO MAKE BIG MONEY IN TV

Here's comparison between operating expenses of TV system—four networks, 108 stations—and of whole radio system—seven networks, more than 2,000 stations (radio figures preliminary estimate).



CAMPAIGN BUYS

Demos, GOP Firming Time

By JOHN OSBON

CAMPAIGN planning increased last week as the major political parties broke ground for speaking stumps adapted largely to TV time and station commitments.

While they declined to reveal commitments on actual time purchases, both the Republicans and the Democrats were preparing ambitious speech schedules which portended national and local radio-TV coverage of unprecedented degree.

This fact was evident in the tentative itinerary set for GOP candidate Dwight Eisenhower and the opening commitments for Gov. Adlai Stevenson, Democratic candidate.

May Visit Only Larger Cities

Emphasis on air travel for the Presidential candidates, however, may restrict the radio-TV itinerary to the larger cities. It encompasses, however, the major television originating points while not affecting radio network pickups to any appreciable degree.

For a starter, the Democratic National Committee had contracted for time on CBS-TV to carry Gov. Stevenson's Labor Day (Sept. 1) speech in Detroit from 1 to 1:30 p.m. (EDT). Time also has been set aside on CBS Radio for 10:30-11 p.m. that same evening.

Arrangements call for "live" coverage of Gov. Stevenson's address on perhaps 60 CBS-TV affiliates—the full television network was ordered—with possibility of later kinescope recordings in other cities. No radio coverage was contracted for at this time. Estimated TV time charges will run about $30,000.

The evening segment was ordered with President Truman's proposed talk from Milwaukee in mind. In the event that the Chief Executive does not speak over radio, the period may be used for other purposes—possibly for a radio playback of Gov. Stevenson's earlier address.

Dixie Trip Contemplated

The air itinerary is perhaps more closely associated with Gen. Eisenhower, in view of recent developments. Included in the schedule, although not official, is a trip through Dixie, with probable stopovers in a number of southern TV cities.

Among those frequently mentioned are Atlanta; Dallas, Fort Worth and Houston; Richmond, New Orleans, Memphis, and Miami and Jacksonville, Fla. Most of the speeches may well originate from airport locales, with local TV (and radio) outlets originating pickups. Alabama also was named as a "whirlawind tour" stop.

Gen. Eisenhower actually began his campaign from Boise, Ida., last week, but the first major radio-TV pickups were slated for Philadelphia Sept. 4, by NBC radio and television 9:30-10 p.m. The National Federation of Young Republicans would arrange for the originations, it was understood.

The full NBC radio and TV networks were ordered, with time charges estimated roughly at $60,000. Delayed broadcasts will be furnished stations which are unable to carry live radio coverage.

Campaign planners for both nominees indicated that speaking schedules will adhere to radio-TV time commitments—most of them already set but as yet undisclosed. Much timebuying has been consummated between the advertising agencies concerned and the Republican and Democratic National Committees.

The Democratic National Committee has emphasized, however, that actual dates and sites, together with time and stations, will be announced only as the time nears. Announcements will come from Gov. Stevenson's main campaign headquarters in Springfield, Ill., it was said.

The TV pattern was revealed by Wilson Wyatt, Gov. Stevenson's personal campaign manager. He said that major speeches would be keyed to television commitments and that TV "will be used heavily," adding that advance schedules have been worked out. Commitments were set by the Democratic National Committee, working with its agency, the Joseph Katz Co.

Wherever the candidates go, radio-TV newsmen are sure to follow. On the Democratic entourage, for example, production and technical personnel will be in evidence.

Fry Accompanies Tours

Beginning with the Detroit address Labor Day, Kenneth Fry, radio-TV director of the national committee, will make Presidential-elect tours with Gov. Stevenson. He will serve as advance contact man, arranging for local radio and television pickups at itinerary stops. Mr. Fry will work with key administration officials.

Additionally, production personnel, including Robert Swan, radio-TV director of the Joseph Katz Co., will make the circuit. An entourage of network newsmen will cover both candidates.

As an example, two NBC-TV cameramen have been assigned to cover the day-by-day activities of the Republican and Democratic Presidential nominees from now until election night. NBC Washington cameramen Irving Heitzner is in Denver to cover Gen. Eisenhower and NBC Chicago cameraman Bruce Powell is in Springfield, Ill., to film the activities of Gov. Stevenson. There will be other announcements as the campaign gets in full swing.

To backstop this work, the Democratic National Committee will enlarge its present staff operations. Mr. Fry currently is handling functions himself, and will base his operations from Springfield. A similar appointment is in the mill for the GOP and Gen. Eisenhower [CLOSED CIRCUIT, Aug. 18]. Mr. Fry, a former NBC executive, was instrumental in the successful campaign of President Truman in 1948.

Possibility of a "Lincoln-Douglas" type TV debate between the two Presidential candidates reportedly has fallen through. It received consideration in Gov. Stevenson's headquarters, largerly at the suggestion of Stephen A. Mitchell, new Democratic National Committee chairman. But the GOP committee chairman, Arthur Summerfield, later announced that the Republicans wouldn't buy the proposal.

"The Republican party is perfectly capable of conducting its own campaign," he was quoted as saying. Reasoning behind the rejection, it was said, is that Gen. Eisenhower is better known to the American public and would have more to lose than gain in such TV appearances.

Amount Is Secret

The amount of campaign expenditures remained a guarded secret in each party headquarters last week. Only when the actual speeches are announced—and the extent of radio and video coverage is known—will there be any clear intimation of precise figures.

The Democrats claim they have purchased "hundreds of thousands of dollars" worth of "choice time." The Republicans make no such claim, but intimate they're not far behind in lining up segments during September, October, and early November.

But when the smoke of the campaigns clears away, statistics will reveal that each national committee has expended at least $2 million on radio-TV commitments — and that, in effect, each political party will have spent in excess of $3 million, with purchases of allied groups for radio-TV time segments taken into consideration. The figure will be still higher with time purchases by local and state political groups.

There is no indication that either party has actually signed many contracts for network time. None of the radio networks had reported any purchases by the national committees for this October. (See separate story.) The committees, themselves, have referred to "blanket contracts" and "lining up time."

Frank McKinney, retiring Democratic committee chairman, said last week that the Democrats had spent $1.6 million for radio-TV time. He later modified the amount to $1.5 million in reporting on the status of the party's treasury. Whether this amount is substantially correct was not known. Time contracted for is to include a full hour on radio-TV Election Eve, with the format undetermined.

The TV role of the three major protagonists — Gen. Eisenhower, Gov. Stevenson and President Truman—has emerged for a round of speculation the past fortnight. As might be expected, there are two schools of thought in each camp on TV appearances.

Gen. Eisenhower is flanked by James Hagerty, a press secretary on loan from New York's Gov. Thomas E. Dewey. Mindful of Gov. Dewey's success through TV in the 1950 gubernatorial drive, Mr. Hagerty may well try to persuade the General to follow the same course—bring himself periodically into the living rooms of televiewing America with a question-and-answer format program. Doubtless, there are others in the Eisenhower camp who would prefer to play it straight—steer away from spontaneous programs.

It is anticipated that Gen. Eisenhower will make the final decision. He already has demonstrated that he can acquit himself well in extemporaneous speaking. Whether he personally rejected the idea of TV debates with Gov. Stevenson is not known.

On the Democratic side, Gov. Stevenson may be persuaded to appear frequently before video cameras because of his telegenic and oratorical personality. Such a suggestion has been advanced by Sens. Blair Moody (D-Mich.) and Mike Monroney (D-Okla.). The latter suggested a weekly 15-minute question-and-answer program which as a series could run well over $500,000, according to some estimates.

Gov. Stevenson, who has relinquished interest in a television station application, is no stranger to Illinois televiewers. He has appeared on a series of monthly telecast reports aimed at the people of Illinois.

The current feeling on Mr. Truman is that he should taper off on speeches until well after Labor Day, then deliver a few "give-'em-hell" talks on radio and TV in selected and strategic areas.

Cool Candidates

NBC late last week received negative replies from representatives of both Gov. Adlai Stevenson and Gen. Dwight Eisenhower, Democratic and Republican Presidential candidates, respectively, on its offer of use of NBC radio and television facilities for a debate on campaign issues. In a telegram to both Presidential aspirants, Joseph H. McConnell, NBC president, stated he made the offer because of persistent reports that such a debate was under consideration.

XUM

TRANSIT FM

FCC Dismisses TRA Complaint

PROTEST of Transit Riders Assn. Inc. against renewal of license for WWDC-FM Washington, Transit Radio outlet there, was dismissed by FCC last Thursday on grounds the riders' group is not a "party in interest" within the meaning of the Commission's rules [B•T, Aug. 11].

Comr. E. M. Webster dissented from the majority opinion and stated "the public is entitled to know . . . whether transitcasting is broadcasting or point-to-point communications and whether such operation is in the public interest, or is being carried on solely for the purpose of furthering the private interest of the operator."

Comr. Frieda B. Hennock, in a concurring opinion, said "transitcasting" and the other specialized FM operations "raise serious legal and policy questions" and called for prompt and complete investigation by the Commission of the overall problem. She held TRA's petition is adequate basis to call such a hearing.

Meanwhile, TRA counsel Carl L. Shipley stated the case would be appealed to the courts. Earlier on Thursday he had filed a counter-reply to the WWDC-FM answer to the TRA protest, presented the Commission on Monday by Pierson & Ball, counsel for WWDC-FM. Neither the WWDC-FM answer nor the TRA counter-reply were acknowledged in the FCC's ruling, a memorandum opinion and order in which Comr. Rosel H. Hyde did not participate.

Also on Thursday, another protest of the WWDC-FM renewal was filed with the Commission. The petition, supporting the TRA complaint, was tendered by Harry S. Barger, Washington attorney, who at one time was chief investigator for the Rep. Eugene Cox (D-Ga.) probe of the FCC when James Lawrence Fly was its chairman.

The WWDC-FM license renewal was granted without comment by the Commission several weeks ago along with license renewals for 16 other transitcasting and functional music FM stations [B•T, Aug. 4].

Transitcasting already has been to the Supreme Court and won its case, but this was on the free speech issue of "forced listening" [B•T, June 2] and not whether transit radio is properly a broadcast service within meaning of the Communications Act or the FCC's rules, the issue now raised by TRA.

In its opinion, the Commission majority noted "the gravamen of the protest lies in the transitcasting operation of the station. Protestant asserts that it 'is an organization composed of taxpaying members of the public who necessarily travel on vehicles of the Capital Transit Co. which are equipped with loud speakers over which are heard programs and advertising messages broadcast via the facilities of licensee WWDC-FM.'

"Pointing up contractural arrangements between Capital Transit Co., the intermediary, Washington Transit Radio Inc., and the station, by which the latter is required to furnish programs to the transit vehicles for a specified portion of the broadcast day, protestant alleges that the grant of the station's renewal application violates the Communications Act and the Commission's Rules and Regulations for the following reasons:

"(1) The transitcasting operation is not 'broadcasting' but point-to-point communication in that it is designed for specific transit riders; (2) it is a 'private interest' operation since the licensee has contracted to operate from 7 a.m. to 7 p.m. not for the general public but for the exclusive benefit of Washington Transit Radio Inc., an organization engaged solely in the business of commercial exploitation of the captive audiences on transit vehicles; (3) the grant of a renewal to WWDC-FM violates Sec. 307(b) of the Act since it represents neither a 'fair,' an 'efficient,' nor an 'equitable' distribution of radio services among the various communities; (4) the transitcasting operation violates the spirit and underlying policy of the Chain Broadcasting and other regulations—in particular Secs. 3.231, 3.232, 3.234 and 3.241, and thus contravenes the public interest; (5) the licensee, by engaging in an arrangement to program to audiences composed of a special class of involuntary listeners, is participating in an enterprise which is injurious to the health of protestant's members, and thus contrary to the public interest; and (6) misrepresentations by the licensee as to material facts in obtaining its license in 1946 suggest the necessity of a hearing to determine the seriousness of such misrepresentations and the possibility of others."

The Commission majority, to show why it considered TRA not a "party in interest," recited legislative history of the McFarland bill pertinent to Sec. 309(c) of the Communications Act. Citing the Senate report on the bill, FCC noted that Congress intended to preclude unqualified protests which would unduly delay proper grants, but the rights of certain parties to intervene on the grounds of electrical interference or economic injury have been protected by Supreme Court rulings, respectively the KOA and Saunders Bros. cases.

"It is perfectly evident, therefore, that while Congress was intent on protecting 'legitimate' interests, it was equally careful to see to it that the administrative and judicial processes did not become clogged through a requirement that every protest must be entertained no matter by whom filed," the FCC ruling stated.

It continued, "While electric interference and economic injury may not be the only bases upon which to found an interest, it is significant that by their mention clear evidence was given of the type of factual situation which must be present to elevate a party to the status of one having a 'legitimate' interest in a Commission action."

The ruling recited further:

Nothing in its description of itself as an organization composed of members of the public who must ride transit radio vehicles permits a finding that it is a "party in interest" as that term has been developed by the legislative history and the applicable Commission and court decisions.

When the description is examined in connection with the grounds for protest, this conclusion is reinforced, since protestant sets forth no grounds that are not shared by it with all other members of the listening public.

And the legislative history makes it abundantly clear that the provision is not intended to permit a protest and resultant hearing by every member of the listening public who feels aggrieved — however, genuinely — by a Commission action.

As put by the Supreme Court in considering the provision of the Transportation Act of 1920 that an injunctive suit may be instituted by any "party in interest," "Such a suit cannot be instituted by an individual unless he 'possesses something more than a common concern for obedience to law.' The general or common interest finds protection in the permission to sue granted to public authorities." *Singer & Sons* v. *Union Pacific R. Co.*, 311 U. S. 295, 303-304.

Nor is the situation changed in any respect by protestant's general assertion, standing alone, that the station's operation is injurious to the health of some of its members. For, without passing upon the sufficiency of such an assertion if appropriately made, it is clear that as presently set forth, it fails to meet the standard of particularity explicit in Section 309(c).

"We wish to emphasize, however," the majority concluded, "that our processes take specific cognizance of the right of the general public to complain to us—and that those complaints, where meritorious, are given careful consideration. (See e.g., Secs. 1.723 and 1.727 of our Rules.) The rationale of this decision is based upon the explicit requirements of the particular section of the Act invoked by the protestant in its formal attempt to have us set aside our prior grant without a hearing."

In his dissent, Comr. Webster stated:

It is my opinion that the protestant's interest in this case is sufficiently legitimate to make it a "party in interest" as contemplated by Section 309(c) of the Communications Act. And, being a "party in interest," I think this Association, as well as the FM interests and the general public is entitled to know, among other things, whether transitcasting is broadcasting or point-to-point communications and whether such operation is in the public interest, or is being carried on solely for the purpose of furthering the private interest of the operator. Moreover, a serious question which should be determined is whether or not the "Beep" operation, which makes transitcasting possible, involves the transmission of an unauthorized signal in the broadcast band.

The Commission was not engaging in an idle gesture when Capital Broadcasting Company, licensee of Station WWDC-FM, was placed on temporary license approximately two years ago. That step was taken only after long and serious discussion of the transitcasting problem. During the many months which have elapsed since this action was taken no study has been made of the matter and no hearing held. And now, without explanation of its inaction in this regard over a period of two years, the Commission has granted a regular renewal of license to Station WWDC-FM, thereby "washing out" the issues in question.

I am not without sympathy for the position in which that station found itself, and, conceivably, after a study and hearing on the subject, I might either join the majority in deciding that the license should be renewed, or vote to authorize the "Beep" operation if necessary and institute rule-making proceedings which would permit the station to engage in point-to-point communication if it was determined that this is the true nature of the operation in question. However, it is my thought that, before the Commission properly can take any position with respect to transitcasting, a detailed study thereof is mandatory.

Accordingly, I feel compelled to express the opinion that the Commission erred in the manner in which this matter was handled and in denying the protestant the right to be heard in connection therewith.

Comr. Hennock, in her concurring opinion, stated "I believe that

(Continued on page 89)

TV Income and Outgo

(Continued from page 29)

costs, $62,468; general and administrative costs, $230,293.

The average station wound up with a profit of $329,216 before federal income tax.

Averages can, however, be misleading. The report showed that of all TV stations, including the 15 which networks own, four made a profit before federal income tax of $1.5 million or more each, seven made between $1 million and $1.5 million, 12 between $600,000 and $1 million, 15 between $400,000 and $600,000, 23 between $200,000 and $400,000, 16 between $100,000 and $200,000, and 15 less than $100,000.

Three lost less than $100,000, four lost between $100,000 and $200,000, three between $200,000 and $400,000, two between $400,000 and $800,000, and two lost more than $800,000. (Data for two stations were not complete.)

Of the 92 stations reporting profitable operations, 39 are in one-station markets, 19 in two-station markets, 22 in three-station markets, eight in four-station markets, and four in seven-station markets.

Of those that lost money in 1951, one is in a one-station market, three in two-station markets, two in three-station markets, none in a four-station market, and eight in the seven-station markets, Los Angeles and New York. (Data for two Los Angeles-New York stations are not available.)

Twelve of the country's 63 TV markets, having 46 of the country's 108 stations, received three-fifths of the total TV revenue. New York (seven stations) was first with $22.9 million, Los Angeles (seven stations) second with $13.4 million, Chicago (four) $12.9 million, Philadelphia (three) $8.7 million, Detroit (three) $6.7 million, Cleveland (three) $4.8 million, Baltimore (three) $3.9 million, Cincinnati (three) $3.8 million, Washington (four) $3.7 million, San Francisco (three) $3.6 million, Columbus, Ohio (three) $2.3 million, Atlanta (three) $1.6 million.

Network Fall Sales

(Continued from page 23)

total included a three-hour "football roundup" sponsored by General Electric Co. and considerable regional business sold on a limited network basis.

"Our fall business picture is more than just encouraging," he said, "and we fully anticipate that our billings for the final quarter of 1952 will top those of 1951. We'll probably have news soon on more new nighttime business which will put us well over our mark of last year."

Mr. Karol also pointed out that it still is too early to ascertain what effect the new CBS Radio rate schedule, which becomes effective today (Monday), will have on new time sales.

NBC Billings

"As of this date, NBC has booked 16% more radio business for fall, in terms of network option time sold, than at this same time last year," John K. Herbert, NBC vice president in charge of radio and TV network sales, said Thursday. "In terms of total sponsored hours sold — including network option and station time periods combined — the network is 8% ahead of last year."

Although the tabulation shows NBC some six hours behind last year in the daytime and four and a half hours at night, it was learned that since the table was prepared several hours of new business have come in and will be announced shortly.

Mr. Herbert said NBC anticipates for the coming fall and winter season that "our present gains will be increased still further, with more advertisers coming in. Advertisers today are more convinced than ever that radio remains the 'bonanza' mass advertising medium in terms of delivered mass audiences, low cost per thousand values and sales effectiveness."

CANADIAN RATES

Cards Reflect Increase

INCREASE in the average rate of all Canadian AM independent stations is recorded in the 1952-53 rate book for all Canadian stations, according to sales director Pat Freeman of the Canadian Assn. of Broadcasters.

With all new rate cards out now, a compilation shows that over the 1951-52 rates there is an average increase of 6.9% on one minute Class A announcements, and 6.03% on the hourly rate of Class A time on all Canadian stations. This now works out to a total of $1,249.60 for all 134 independent stations for one minute Class A time, or an average of $9.33. On hourly Class A time the rate for all stations is $9,726.08, or $72.58 for the average of the 134 stations.

AD REVIEW BOARD

Formed in Los Angeles

LOS ANGELES Adv. Board of Review, believed the first of its kind in the country, was organized in that city Tuesday as a "high court" to keep advertising free from false, fraudulent and illegal claims.

Need for the board was pointed up by its chairman, W. G. Paul, president of the Los Angeles Stock Exchange and director of the Better Business Bureau, who declared, "The keen competition of the post-war period has prompted advertisers to adopt practices which, if unchecked, may reach proportions as threatening to advertising as the unbridled practices were 40 years ago."

The board counts some 50 members representing advertisers, advertising agencies and media, including radio and TV. Panels, drawn from the board but not competitors of the accused, will hear complaints brought to their attention by the Better Business Bureau.

Some 25 advertising and trade groups already have subscribed to the board and will provide members for the panels.

Mr. Paul said if the board finds advertising matter objectionable it can use "persuasion and publicity" in attempting to have it changed. Better Business Bureau, however, first will attempt to persuade the advertiser and his agency to change the practice before the board is called.

The organization meeting in the Biltmore Hotel was attended by members of the Better Business Bureau; the Los Angeles, Hollywood and Pasadena Ad clubs; Southern California Chapter of the Adv. Agencies Assn. of America, and Los Angeles Ad Women Inc.

COPYRIGHT HONORS

ASCAP Publishes Essays

PUBLICATION of the fourth "Copyright Law Symposium," containing four essays on copyright law submitted in the Nathan Burkan Memorial Competition, was announced last week by the American Society of Composers, Authors & Publishers. The competition honors the late Nathan Burkan, authority on copyright law, who helped found ASCAP and served as its general counsel until his death.

The published papers, selected from student entries from leading law schools throughout the U. S., are:

"Inroads on Copyright Protection," by Melville B. Nimmer, Harvard U. Law School; "The Compulsory Manufacturing Provision: An Anachronism in the Copyright Law," by Clinton R. Ashford, U. of Michigan Law School; "The Doctrine of Moral Right and American Copyright Law: A Proposal," by Arthur S. Katz, New York U. Law School, and "Copyrights and the Income Tax Problem," by Charles O. Whitley, Wake Forest (N. C.) School of Law.

SPONSORSHIP of U. of Minnesota football broadcasts on WLOL Minneapolis set by (seated, center) Harry G. Lindquist, pres., Minnesota Federal Savings & Loan Assn. Looking on (l to r) Dick King, WLOL acct. exec.; Arnold M. Neimeyer, Arnold M. Neimeyer & Assoc. agency; Dick Enroth, WLOL sp. dir.

FOOTBALL also captures attention of Sinclair Refining Co. whose distributor, Vern Herzog (center), signs for broadcasts of Idaho State College-Pocatello High School games on KJRL Pocatello, Ida. Watching are Russ Petersen (l), Sinclair dist. mgr., and Roger L. Hagadone, KJRL mgr.

CONTRACT for *Reveille With Beverly* on KDB Santa Barbara, KXOA Sacramento and KXOC Chico (all Calif.) signed by Lincoln Dellar (l), owner-operator of stations, in presence of Jean Hay, *Reveille* m. c., and Fred Hall, KDB prog. dir.

13-WEEK pact for 64 half-hour segments on KLZ Denver is bought by Western Appliance Corp. (dist.). L to r: Berry Long, KLZ local sls. mgr.; George Thompson, Western gen. mgr.; Don Thompson, Western adv. mgr.

HOTEL contract for ABC's Martin Agronski on WLAN Lancaster, Pa., is completed by (l to r): Stan Baker, WLAN slsmn; Paul Heine, mgr., Hotel Brunswick that city; Frank H. Altdoerffer, WLAN owner-gen. mgr.; Jean Ford, hotel's pub. rel. dir.

HOUGH-WYLIE Co. signs 26-week contract for three quarter hours weekly of *Grady Cole Time* on WBT Charlotte to support 1953 CBS Columbia TV set line. L to r: W. T. Winter, southern sls. mgr., CBS Columbia; Mr. Cole; Frank Hough, signing pact, and Ben McKinnon, WBT local sls. rep.

XUM

"WITH THE COMPLIMENTS OF WHO, MA'AM!"

Yes — that headline is misleading. Rather than giving premiums or prizes here at WHO, we are building tremendous good-will by helping various community organizations throughout Iowa to get some of the things they want. New dishes for the P.T.A. Uniforms for the High School Band. Christmas toys for various child-welfare groups. Etc., etc., etc.!

For instance, we quote from the Britt, Iowa *News-Tribune* of March 5, 1952:

"It is evidently worth something to fill WHO talent performers with a good duck dinner to get the best results in entertainment. Mrs. O. W. Friedow took the personnel of the WHO Talent Show to her country home and served them a fine duck dinner Thursday evening just before their appearance at the school auditorium in a show sponsored by the Congregational Workers Guild. At the auditorium, a stream of folks moved into the lobby and 'crashed' the doors as early comers. By 7:15 the main auditorium was filled and the bleachers offered the next-best 'roost', after which chairs were carried in to take care of the overflow. About 700 people were seated. The various songs and farces followed one after another without any intermission. The crowd was kept in an uproar of laughter for two hours. The Workers Guild was well pleased with both entertainment and receipts."

Just a local news item — but *full* of the stuff that makes loyal and friendly listeners for WHO — *responsive* listeners for WHO advertisers.

WHO shows are produced in Iowa communities under auspices of local *non-profit* organizations. This has been going on for *years*. WHO has helped hundreds of community groups to raise money for local needs, with the result that literally *tens of thousands* of families have become our personal friends.

Is it any wonder that WHO is listened-to regularly by 69.4% (daytime) of all radio families in Iowa? For the complete, amazing story, contact WHO or Free & Peters!

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

CBS Rates

(Continued from page 25)

WJR Detroit, whose officials were among the foremost opponents of the move; KRNT Des Moines, WNOX Knoxville, KCBQ San Diego and WNAX Yankton, S. D.

These stations, along with affiliates outside continental U. S., do not get the projected increase in Monday-through-Friday daytime rates, and their gross billings for all network programs — whether billed at the day, night, or transition rates—will earn dollar volume discount at the percentages applicable to day-rate billings (except that in the case of stations outside continental U. S., the first 12 percentage points of those discounts will be disallowed).

Dollar Volume Table

The annual dollar-volume table set up in the plan is as follows, as between day-rate billings and night-rate billings (the day and transition rate discounts being applicable to gross billing after deduction of the 5% discount allowed on Monday-through-Friday daytime programs):

Gross Annual Billing	Day & Transition Discounts Per Cent	Night Discounts Per Cent
Less than $10,000	0	27.5
10,000 or more—less than $30,000	8	27.5
$30,000 or more—less than $100,000	11.0	32.5
$100,00 or more—less than $250,000	13.5	34.5
$250,000 or more—less than $650,000	16.0	36.5
$650,00 or more—less than $1,250,000	18.5	38.5
$1,250,000 or more—less than $1,750,000	21.0	40.5
$1,750,000 or more—less than $2,500,000	23.5	42.5
$2,500,000 or more	23.5	44.5

(Transition rates, which continue to be two-thirds of the night rates, apply to all stations broadcasting on current New York time from 6 p.m. to 6:30 p.m. and to Pacific Coast stations from 10 p.m. to 10:30 p.m.)

In the case of programs broadcast in 9 a.m. to 1 p.m. periods Monday through Friday (any day or days), the applicable discounts are reduced as follows: For those periods between 9 a.m. and noon, deduct 8 percentage points from applicable percentage figure; between noon and 12:30 p.m., deduct 6 percentage points; and between 12:30 and 1 p.m., deduct 4 percentage points. Times involved are current New York times.

In announcing effectuation of the plan—which had been worked out by a 10-man committee of affiliates headed by George B. Storer of Storer Broadcasting Co. in conjunction with the network, which had proposed a straight 35% cut in evening rates — CBS Radio President Adrian Murphy said:

"We are extremely gratified by the overwhelmingly favorable response to the plan. . . . This, and the speed of the response, reflect clearly the singleness of purpose that is so essential to the successful operation of a nation wide broadcasting medium. Needless to say, we are tremendously appreciative of the fine spirit of cooperation which has been evident throughout our discussions with the Affiliates Committee and our affiliates as a whole."

Details of the plan were sent Thursday night to advertisers and agencies by John Karol, CBS Radio vice president in charge of network sales, who termed the changes a "re-balancing" of day and nighttime values and said that "by reinforcing the network's leadership in advertising values, our clients will be able to promote their products with maximum efficiency in a period of rising costs." (Also see address by Mr. Karol, page 25.)

AT contract-signing ceremonies for the merger of WCCO and WTCN-TV, both Minneapolis-St. Paul, into WCCO-AM-TV [B•T, Aug. 4] were (seated, l to r) ex-diplomat Robert Butler, head of Minnesota Television Public Service Corp., which owns WTCN-AM-FM; William J. McNally, board chairman, Midwest Radio-Television Inc., new owner of WCCO-AM-TV; Robert B. Ridder, Midwest president, and Howard S. Meighan, CBS Inc. vice president and general executive; (standing, l to r) are Sherman K. Headley, WCCO-TV operations director; Gene Wilkey, former WCCO general manager who joins CBS in New York; Wood Foster, attorney; Al Lethert, secretary, WTCN-AM-FM; Peter Andrews, attorney; W. T. Doar Jr., Midwest board director and secretary; Samuel Lipschultz, attorney and WTCN-AM-FM board director; Larry Haeg, new WCCO manager; F. Van Konynenburg, WCCO-AM-TV general manager; Edward Smith, WTCN-AM-FM manager; Milton Neaman, CBS attorney; W. J. Flynn, CBS accountant; John M. Sherman, technical director of WCCO-TV, and Henry Dornsief, WCCO-TV business manager.

NEW management heads at WCCO-AM-TV chat with Mr. Wilkey, (3rd from left) who is soon to leave for New York. Pictured are (l to r) Messrs. Haeg, McNally, Wilkey, Van Konynenburg and Ridder.

Karol Address

(Continued from page 25)

tention to these 'secondary' sets. In fact, only about one-third of these sets are measured by the Nielsen system. You can see, therefore, that in television homes, where 'secondary' sets get especially big play, the *actual* usage of radio is heavily penalized by this measurement system.

"This fact is dramatically documented by the regular reports of radio sets-in-use in TV homes by Telepulse. Now Nielsen, for the nighttime hours, not only shows no great change last season in radio listening in these television homes, it shows virtually no listening. However, Telepulse, with greater flexibility in its measurement of more radios per home, shows this important change: In the past season, in the top 10 TV cities measured by Telepulse, evening radio sets-in-use in TV homes has increased 28% . . . an increase from 14.1 in October 1951 to 18.1 in 1952. Every one of those cities showed an increase, from 1% in Philadelphia to 56% in New York and including an 8% increase in your own city of St. Louis."

Mr. Karol asserted that "the average television program, seen as it is *in fact* in 30 to 36 markets, actually misses about 70% of the homes in our land."

Equally important to the advertiser, he continued, "is the fact that in every case where we have asked the Nielsen Co. to measure the audience of a radio program, both including and excluding the major TV markets, we have found these same conclusions to be true: The advertiser loses two to four times more audience than he saves money, and he loses his cheapest circulation."

More People, Less Cost

Radio's ability to reach more people at less cost, Mr. Karol said, "is becoming more generally recognized and appreciated as network radio moves out of the front office of the agencies and into their media departments. He conceded that TV currently is "the glamor medium" to many advertisers and agencies, but noted that for many years network radio was in the same position and yet now, "without benefit of the trimmings of glamor or the appeals of emotionalism," is being "reappraised and, consequently, is being freshly praised" in the light of performance.

He cited Kingan & Co.'s *King Arthur Godfrey and His Round Table* as evidence that a program's sales impact isn't always tied to its rating. The show's average rating last season was 2.7, but, in the words of the advertiser, "definite gains [were] made in all classes and type of retail trade . . . the sales results warranted renewal."

The show's "big rating," Mr. Karol observed, was "recorded on the Kingan cash register." He added:

"The combination of the sales effectiveness of radio, the great size and continuing growth of radio, the enormous uncounted audience to radio and its huge counted audience—this combination of facts together with the realignment of our network's cost structure convinces me completely that the years ahead will be bright ones for network radio. And speaking of the specific I know best, CBS Radio's tomorrow will rank with its finest yesterdays."

Tennis Broadcasts

A. G. SPALDING & Bros. (sporting goods) will sponsor a play-by-play description of National Tennis Championship matches at Forest Hills, L. I., for eighth straight year over WQXR New York and 28 other radio stations throughout U.S. on Sept. 6-7.

XUM

WFOX

IS

S. R. O.* on SUNDAY

*(sold right out)

has been for over six years!

■ This is a phenomenon Mr. C. E. Hooper finds difficult to believe. It is, however, an established fact.

■ WFOX is SRO on Sunday—even for spot adjacencies!

■ Advertisers find no ⊕'s in their *returns* from WFOX Sunday Advertising. Results are proven over a period of years not weeks!

How Come? One Answer!

Specialized Programming:

IMPACT!

■ Yes, Specialized Programming and a Terrific Impact from it! — SALES — RESULTS — GOOD WILL!

■ WFOX has good availabilities to offer—on or adjacent to specialized programming during the week with the same impact.

WFOX clients look at sales figures vs. costs and maintain it is much better than looking at TV!

* With exception of established religious and public service programs which are not for sale and cannot be purchased.

DIAL 860

MILWAUKEE

CENTER OF THE DIAL
CENTER OF ENTERTAINMENT

C. J. LANPHIER, PRESIDENT

REPRESENTED BY GEORGE W. CLARK, INC.

CBS Rate Card

(Continued from page 25)

p.m. to 10:30 p.m., and such rates will remain two-thirds of night rates.

"The designation, "Monday through Friday Day Rates," refers to rates for broadcasts within the specified hours which occur on any day or days between Monday and Friday, inclusive.

DISCOUNTS

The following discounts will be allowed, to the extent earned, on billing for station time for all programs. These discounts are applicable only to stations listed on CBS Radio Rate Card No. 34, as supplemented, and supersede all existing discount provisions.

5% Monday Through Friday Daytime Discount

A discount of 5% will be allowed on the gross billing for Monday through Friday daytime programs, with certain exceptions to be noted.

Annual Dollar Volume Discount

An annual dollar volume discount will be allowed on adjusted gross billing (i.e., gross billing less any 5% Monday through Friday daytime discount allowed thereon) for station time for each broadcast, the percentage of which discount will be determined by the aggregate gross billing for station time of all the advertiser's CBS radio network broadcasts during each "annual dollar volume discount year" in accordance with the following schedule:

If aggregate gross billing for station time for all the advertiser's broadcasts during any annual dollar volume discount year is: (See 1st column below)	The percentage of annual dollar volume discount applicable to day rate billing (adjusted gross) and transition rate billing will be: (See 2nd column below)	The percentage of annual dollar volume discount applicable to night rate billing will be: (See 3rd column below)
Less than $10,000	00.0%	27.5%
$10,000 or more, but less than $30,000	08.0%	27.5%
$30,000 or more, but less than $100,000	11.0%	32.5%
$100,000 or more, but less than $250,000	13.5%	34.5%
$250,000 or more, but less than $650,000	16.0%	36.5%
$650,000 or more, but less than $1,250,000	18.5%	38.5%
$1,250,000 or more, but less than $1,750,000	21.0%	40.5%
$1,750,000 or more, but less than $2,500,000	23.5%	42.5%
$2,500,000 or more	23.5%	44.5%

A current advertiser's first annual dollar volume discount year shall be deemed to have commenced either (1) on the date of commencement of the advertiser's current "Established Discount Year" for over-all discount purposes, or (2) the date upon which the new rate and discount structure first becomes effective as to any of the advertiser's programs (i.e., Aug. 25, 1952, or, if the new rate and discount structure does not become effective as to any such program until Feb. 25, 1953, then the latter date.)

Current advertisers who earn an over-all discount on the basis of gross billing during their "Established Discount Year" for over-all discount purposes, will continue to receive such over-all discount on gross billing under Rate Card No. 34 with respect to any program for broadcasts occurring prior to the date that the new rate and discount structure becomes effective as to such program, provided, of course, that by the end of such "Established Discount Year," such advertiser shall have met the minimum gross billing entitling him to the over-all discount under Rate Card No. 34.

Current advertisers will receive the new annual dollar volume discount on billing for broadcasts of a program subsequent to the date the new rate and discount structure becomes effective as to such program.

52 Consecutive Week Discount

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser a 52 consecutive week discount on network time computed as follows: 52 times 8½% of the largest amount of adjusted weekly gross billing (i.e., weekly gross billing less any 5% Monday through Friday daytime discount allowed thereon) that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of this broadcasting.

The new "52 Consecutive Week Discount" and the present "annual discount" are the same as to method of computation. Accordingly, current advertisers will receive the present annual discount, on billing for broadcasts of any program prior to the effective date of the new rate and discount structure as to such program, provided, of course, that such program is broadcast without interruption until the termination of its current annual discount year.

Current advertisers will receive the new 52 consecutive week discount on billing for broadcasts of any such program subsequent to the date upon which the new rate and discount structure becomes effective as to such program. A new 52 consecutive week discount year will commence for each program upon termination of its current annual discount year.

9:00 a.m. to 1:00 p.m. Programs, Monday Through Friday

With respect to programs broadcast on Monday through Friday (any day or days) between 9:00 a.m. and 1:00 p.m. current New York Time the applicable discounts computed in accordance with the above will be reduced by the number of percentage points specified in the schedule below:

Programs Broadcast Between	No. of % Pts. Reductions
9:00 a.m. and 12:00 noon, CNYT	8
12:00 noon and 12:30 p.m., CNYT	6
12:30 p.m. and 1:00 p.m., CNYT	4

EFFECT OF HIATUS

Any program which takes a hiatus will be entitled only to such discounts as may be allowed in accordance with the CBS Radio hiatus policy, if any, then current.

SPECIAL EXCEPTIONS

The Monday through Friday day rates for stations outside the continental United States, and for the following listed stations, will not be increased and billing for such stations will not be subject to the 5% Monday through Friday daytime discount:

WGAR Cleveland, Ohio
WJR Detroit, Mich.
KRNT Des Moines, Iowa
WNOX Knoxville, Tenn.
KCBQ San Diego, Calif.
WSPA Spartanburg, S. C.
WNAX Yankton, S. D.

The gross billing for stations outside the continental United States and for the listed stations, for all network programs (whether billed at day, transition, or night rates) will earn dollar volume discount at percentages applicable to day rate billing, provided, that with respect to stations outside the continental United States, such percentages shall be decreased by the first twelve (12) percentage points. Except as provided in this section, the new rate and discount structure will be fully applicable to stations outside the continental United States and to the listed stations.

COMMISSIONS

A commission of 15% is allowed to recognized advertising agencies on times charges (after deducting all discounts) and on any line charges.

TIME OF PAYMENT

Charges for facilities are payable immediately after each broadcast unless satisfactory arrangements are made for monthly payments. If such arrangements are made for monthly payments, allowance of the first 2% of gross billing included in the aggregate amount of discount to which any program may be entitled will be contingent upon payment of charges therefor on or before the 15th day of the month following the date of broadcast.

This new CBS Radio Network rate and discount structure is not to be considered as an offer of facilities. All of the data herein are subject to change without notice.

WJBK-TV Detroit has just broken ground for the erection of its 1,000-ft. antenna. Among those at ceremony were (l to r) Richard Fischer, program director; Harry Lipson, sales manager; Gayle V. Grubb, managing director; Glenn Bounty Sr., chief engineer, Storer Broadcasting Co.; Lee B. Wailes, Storer's executive vice president; Clyde McClymonds, Storer's assistant chief engineer; Paul Frinke, WJBK-TV chief engineer, and Peter Storer, sales promotion manager.

GORDON SHIFTS

From WNOE to WJMR

JAMES E. GORDON, president and general manager of WNOE New Orleans, has resigned to become general manager of WJMR and WRCM (FM) same city. Upon reorganization of the ownership of those two stations, Mr. Gordon will become president. He will be associated with the present owner of the stations, Chester F. Owens, and with Dr. George Mayoral, who formerly owned the stations. Application for transfer of control of the stations is expected to be submitted to the FCC shortly.

Dr. Mayoral

Mr. Gordon

Mr. Gordon has been with the James A. Noe station since 1939. Before that he worked as an announcer and sales representative at WDSU New Orleans and as an announcer at WLW Cincinnati.

Dr. Mayoral is a television development engineer with GE at Syracuse. Among others associated in the new ownership will be Leon Sarpy, prominent New Orleans attorney.

WJMR operates on 990 kc with 250 w, daytime only. WRCM (FM) is on 97.1 mc (Channel 246) with 61 kw power.

GUY MADISON and Andy Devine, star and leading supporting actor, respectively, of MBS' *Wild Bill Hickok* series returning to the air Sept. 8 under sponsorship of Kellogg Co., Battle Creek, Mich., are on a promotion tour of eight metropolitan areas.

REBROADCAST RULE

NARTB Seeks New Delay

PETITION seeking further postponement of the effective date of FCC's controversial rebroadcast rule beyond Aug. 30 (Saturday) was filed with the Commission by NARTB last week.

In filing its new request, NARTB —which along with other industry quarters has strongly protested the rule—said the proposed amendments to the Communications Act should not be made effective "while there remained unresolved questions as to their validity."

Under FCC's Report and Order of May 14, stations are required to file explanatory statements with 10 days after each refusal of consent for rebroadcast. Original effective date of July 1 was delayed for 60 days—or until Aug. 30 —while the Commission studied the petitions from NARTB, NBC and CBS.

"The Commission's order of July 1, 1952, staying the effective dates to its rule, appears to be an expression of Commission policy to maintain the *status quo* until, such time as [it] shall have determined the action it will take upon the petitions . . ." NARTB observed. It called this policy a "desirable one."

NARTB and other industry segments have characterized the rule as "legalized larceny" and claimed it would throw on stations the burden of justifying a refusal to let another station rebroadcast its programs under threat of violating public interest provisions of the Communications Act.

SHEAFFER PEN Co., Fort Madison, Iowa, is offering its dealers radio-TV spots with a back-to-school theme. Material includes 16mm film slides with audio announcements and AM spots from 20- to 60-seconds. Agency is Russel M. Seeds, Chicago.

XUM

HAVING TROUBLE WITH YOUR FAMILY BUDGET?

Maybe this will help explain why...

Total 1952 tax bill for average American family with income of:

	$3,500 PER YEAR ($67.30 per week)	$4,500 PER YEAR ($86.54 per week)	$7,500 PER YEAR ($144.23 per week)	$15,000 PER YEAR ($288.46 per week)
Federal income tax.	$295	$446	$839	$2,516
State and local income tax.	4	9	30	90
State and Federal corporation income taxes which average family pays indirectly in the prices of the products it buys.	249	354	769	1,584
Sales and excise taxes. (Retail sales taxes; taxes on cigarettes, liquor, cosmetics, gasoline, leather goods, etc.)	302	378	634	1,202
Contributions for social insurance.	140	159	207	294
Property taxes. (If a family rents its home, farm or apartment, it may not pay all these taxes *directly*. But it pays them *indirectly*, for the landlord has to include them when he sets the rental price.)	104	144	285	808
Estate, gift and inheritance taxes.	4	4	37	124
AVERAGE FAMILY'S TOTAL TAX BILL THIS YEAR	$1,098	$1,494	$2,801	$6,618

DO YOU KNOW?

That more than 3 dollars in taxes of all kinds will be collected this year for every 2 dollars that were collected in 1949.

That almost 10 dollars in taxes of all kinds will be collected this year for every 6 dollars that were collected in 1945—the peak year of World War II.

That almost 4 dollars in taxes of all kinds will be collected this year for every 1 dollar that was collected in 1942.

That, on the average, approximately 1 dollar out of every 4 dollars you pay for gasoline goes for State and Federal taxes.

This is one of a series of Public Information advertisements sponsored by the people who make 7600 Gasoline and Royal Triton—America's finest motor oil.

UNION OIL COMPANY
OF CALIFORNIA

LOOK FOR THIS SIGN

Sources: "Fiscal Facts for '52," The Tax Foundation, New York City. "How Much Government?" National Industrial Conference Board, 1952.

Cover this
GOLDEN TRIANGLE

where 571,000 people have $420,267,000 in Effective Buying Income*

KWFC Hot Springs Arkansas

0.5 MV/M area:

Population	138,400
Radio homes	39,500
Eff. buying income	$ 96,375,000
Retail sales	91,822,000

KCMC (AM-FM) Texarkana Ark., Tex.

0.5 MV/M area:

Population	223,200
Radio homes	62,800
Eff. buying income	$175,750,000
Retail sales	145,127,000

KAMD Camden Arkansas

0.5 MV/M area:

Population	209,400
Radio homes	57,900
Eff. buying income	$148,142,000
Retail sales	130,589,000

ONE ORDER
ONE CLEARANCE
ONE BILLING

(Sold Singly or in Groups)

For Facts, write
Frank O. Myers, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark., Tex.

THE ARKTEX STATIONS
Serving a rich market in the great Southwest
*From Sales Management

Radio Is Sound

(Continued from page 27)

three are former NARTB board members.

President Fellows read a telegram he had received from Dwight D. Eisenhower, Republican Presidential candidate, lauding NARTB member stations for their public service and upholding their right to freedom of speech (see separate story).

Mr. Fellows called for completion of the state association structure, explaining 10 states have not organized their own associations. He urged broadcasters to file their views on proposed relaxing of FCC rules covering operator requirements and remote operation of equipment.

Richard Doherty, NARTB employe-employer relations director, spoke Thursday afternoon on management cost problems. Robert K. Richards, NARTB assistant to the president and public affairs director, presided at the radio news panel. He was assisted by Mr. Scherer of WHFB.

Registration for NARTB District 7 (Ohio, Ky.)

Beatty, J. Frank, BROADCASTING • TELECASTING, Washington, D. C.; Bernstein, George A., Peoples Broadcasting Corp., Columbus, Ohio; Betts, J. W., WFTM Maysville, Ky.; Blackburn, J. W., Blackburn-Hamilton Co., Washington; Bradshaw, J. D., WRFD Worthington, O.; Breen, Robert, WHBC Canton, O.; Bretherton, Thomas S., WTOL Toledo, O.; Brown, Walberg L., WDOK Cleveland, O.; Burton, Robert J., Broadcast Music Inc., New York; Carpenter, H. K., WHK WHKK WHKC Cleveland, O.; Chapin, Don. L., WKRC-TV Cincinnati, O.; Cherpack, John Jr., WBBW Youngstown, O.; Clark, Charles E., WMOA Marietta, O.; Cowie, Jack, WJEH Gallipolis, O.; Doherty, R. P., NARTB, Washington, D. C.; Dugan, Richard L., UP, Louisville, Ky.

Eilerman, Arthur L., WZIP Covington; Eilerman, Carmen G., WZIP, Covington; Emch, Robert S., RCA, Cleveland; Evans, Bill, UP, Columbus; Evans, Herbert E., Peoples Broadcasting Co., Columbus; Fay, William, WHAM-TV Rochester, N. Y.; Fehlman, Robert, WHBC Canton; Fellows, H. E., NARTB, Washington, D. C.; Ferguson, Robert W., WTRF Bellaire; Field, George, RCA Thesaurus, New York; Fitzgerald, Harold J., SESAC Inc., New York; Gaines, Walter P., WIEL Elizabethtown; George, Carl E., WGAR Cleveland; Gilmor, Paul, WHBC Canton; Given, Ken, WLBJ Bowling Green; Guyer, R. Sanford, WMOA Marietta.

Haid, Allen, WSPD WSPD-TV Toledo; Hanrahan, James C., WEWS Cleveland; Heller, C. B., WIMA Lima; Heminger, H. H., WFIN Findlay; Hood, Hubbard, WKRC Cincinnati; Isaac, W. T., WHIR Danville; Jones, Frank H., WBNS-TV Columbus; Karns, Adna H., Transcription Sales Inc., Springfield; Keachie, James H., RCA Victor Div., Cleveland; Kelly, Jack, WSRS Inc., Cleveland; Miller, Jim, WSRS Inc., Cleveland; Klaus, Richard M., WERE Cleveland; Lackey, F. Ernest, WHOP Hopkinsville; Langlois, John D., Langworth, New York; Layman, Mike, WSFC Somerset; Levi, Win, BROADCASTING • TELECASTING, Washington, D. C.

Mack, Bob, WIMA Lima; Mackey, David, Penna. State College, State College, Pa.; Mahla, Louis E., WLEC Sandusky; Mason, R. T., WMRN Marion; Miller, Samuel E., Washington, D. C.; Moody, R. H., WHIO-AM-TV Dayton; Morris, Truman A., WJEH Gallipolis; Nasman, Len, WFMJ Youngstown; Newborg, David, RCA Victor Div., Cleveland; Nolte, Vernon, WHIZ Zanesville; Nunn, Gilmore N., The Nunn Stations; O'Hara, Marion, WMAN Mansfield; Patt, John F., WGAR Cleveland, WJR Detroit; Pattee, Lin, BMI, New York; Pierce, R. Morris, WDOK Cleveland; Potter, Hugh O., WOMI Owensboro.

Raens, Robert B., Paul H. Raymer Co., Detroit, Mich.; Reilly, Bill, RCA Thesaurus, Chicago, Ill.; Richards, Bob, NARTB, Washington, D. C.; Rogers, Thomas A., WCLT Newark; Runnerstrom, R. O., WLOK Lima; Sims, Joseph R., RCA, Camden, N. J.; Sparnon, Ken, BMI, New York; Stevens, Ed, WERE Cleveland; Stubblefield, Bill, NARTB Washington, D. C.; Swisher, Gerald, Associated Press, Columbus; Thomas, Bill, J. Walter Thompson Co., New York; Toleman, E. C., WZIP Covington; Trace, Gene, WBBW Youngstown; Wagner, Jay, WLEC Sandusky; Warren, Charles C., WCMI Ashland; Watters, Mort, WCPO-TV Cincinnati; Weis, Pierre, World Broadcasting System, New York; Wolf, Frederick, WDOK Cleveland; Wright, R. C., WXEL Cleveland.

FREEDOM CALL

Ike Conveys to Fellows

STRONG statement calling for freedom of radio, TV and other types of communication was sent to NARTB by Dwight Eisenhower, Republican Presidential candidate, as the annual series of district meetings got under way.

In a telegram to NARTB President Harold E. Fellows, Gen. Eisenhower said:

"Please convey to each of the district meetings of the NARTB my personal greetings. The broadcasters of the United States are performing a vital public service and, in my opinion, doing an increasingly effective job. Nothing can be more important than that the various means of communication are granted the freedom of expression that is their constitutional right. My warmest regards to all of you."

KDSX EXPANDS

Night Programming Begun

KDSX Denison, Tex., began nighttime programming Aug. 16 amid ceremonies attended by leading civic officials. Among those present were House Speaker Sam Rayburn (D-Tex.), Denison Mayor A. C. Casey and Denison Chamber of Commerce President R. A. Porter.

KDSX began operation in September 1948, as a daytime-only outlet. Now the independent operates from 6 a.m. to 11 p.m. weekdays and until 1 a.m. Saturday night. Station is owned and operated by B. V. Hammond Jr.

All Play, No Work . . .

JOHN CORY, Free & Peters vice president, Chicago, who claims to have one of the best memories in the advertising business, tells this one on himself: After arriving to play in the annual DeKalb Corn-Western Adv. agency golf picnic, he found he had forgotten his new set of golf clubs which he had planned to christen at the event. After playing with borrowed clubs, he stopped on the way home to celebrate the handicapped game, then left—without his umbrella.

MICHIGAN Gov. G. Mennen Williams (l) is interviewed by Hap Hourigan, WILS Lansing personality, at the opening of Alden's Dept. Store. WILS received all the store's radio appropriation and covered the opening ceremonies exclusively on a paid basis.

upcoming

NARTB District Meeting Schedule

Date	Dist.	Hotel	City
Aug.			
25-26	11	Duluth	Duluth, Minn.
28-29	17	Multnomah	Portland, Ore.
Sept.			
4-5	15	Mark Hopkins	San Francisco
8-9	16	Del Coronado	Coronado Beach, Calif.
11-12	14	Cosmopolitan	Denver
15-16	12	Lassen	Wichita
18-19	13	Texas	Ft. Worth
22-23	10	The Elms	Excelsior Springs, Mo.
25-26	9	Plankinton	Milwaukee
Oct.			
2-3	4	Carolina	Pinehurst, N. C.
6-7	5	Biltmore	Atlanta
9-10	6	Peabody	Memphis
13-14	3	Penn-Harris	Harrisburg, Pa.
16-17	2	Westchester Country Club	Rye, N. Y.
20-21	1	Statler	Boston

Aug. 25: BAB Sales Clinic, Miami.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 27-29: Institute of Radio Engineers, West Coast show and convention, Long Beach, Calif.

Sept. 4-6: Board of Governors, Canadian Broadcasting Corp., Radio Canada Bldg., Montreal.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 8: BAB Sales Clinic, Cincinnati.

Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-13: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 12: BAB Sales Clinic, Nashville.

Sept. 12-13: Advertising Federation of America District 7, Thomas Jefferson Hotel, Birmingham, Ala.

Sept. 12-14: N. Y. State Chapter of American Women in Radio and TV annual meeting, Cornell U., Ithaca.

Sept. 14-18: Theatre Owners of America annual convention, Hotel Shoreham, Washington, D. C.

Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: Texas Assn. of Broadcasters, semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 19: BAB Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, New York.

XUM

More for your Advertising Dollar in . . .

AKRON
OHIO

WCUE

More Than You Bargained For!

When you buy time on WCUE, you get more for your advertising dollar—and bigger results. WCUE conducts a *vigorous merchandising campaign* for each of their advertisers through the use of Taxineon signs, direct mail, news photos, and other effective merchandising methods. Yes, WCUE gives you more than you bargain for. Put WCUE, Akron's only independent and fastest-growing station, on your schedule . . . for *saturation* . . . for *low cost-per-thousand* . . . for *direct results.*

ONE OF OHIO'S OUTSTANDING INDEPENDENT STATIONS
SEE YOUR *FORJOE* MAN FOR DETAILS

What a heavenly spot, Mr. Hooper!

WOODland! AM

WOODlanders (the prosperous inhabitants of greater Grand Rapids — the marketing center of Western Michigan) have three good reasons for walking on clouds . . .

- Most families own **at least one** car
- Most families own **at least one** house
- Most families listen **to one** radio station

That station, of course, is WOOD . . . Grand Rapids' only 5000-watt station . . . where home-grown personalities, on locally produced shows, vie capably with network.

Compare, for example, the lofty ratings of WOOD's locally produced programs . . . with those of stations B, C, D and E. (Quoting chapter and verse by Dr. Hooper*) . . .

Monday - Friday 8:00 a.m. to 6:00 p.m. (average ratings)

WOOD	B	C	D	E
3.5	2.7	2.6	2.7	2.3

Monday - Friday 6:00 p.m. to 7:30 p.m. (average ratings)

WOOD	B	C	D	E
5.9	2.4	3.5	Daytime Only	

The sales results you get from programs like these are, quite naturally, supernatural. And the low cost per thousand is positively out of this world, especially when you consider your bonus coverage of nine *additional* counties!

Obviously, a heavenly spot, for spots — and programs, too!

* — C. E. Hooper — Fall-Winter, '51 - '52

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

H. M. Bitner, President *H. M. Bitner, Jr., Vice President*

NBC — 5,000 Watts

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

National Representatives: Katz Agency

Herbert Gordon (l), vice president in charge of production for Ziv, goes over a script with Tyrone Power, star of Freedom U.S.A. ➤

ARBI STUDY

WDGY Ads Lead Newspapers

MAILING piece is being distributed by WDGY Minneapolis-St. Paul stating that time bought on the station brings better results than a comparable amount of advertising in local newspapers. Backing up WDGY's claim is a study made by Advertising Research Bureau Inc. Two stores were studied in the project: Sears Roebuck & Co., Minneapolis, and the Emporium in St. Paul.

ARBI found that Sears, in a three day test campaign advertising lawnmowers spent $296 in newspaper advertising and the same amount on WDGY. Five sales were attributed to the newspaper ads; 35 to announcements made on the station. The Emporium spent $225 in a St. Paul newspaper to advertise a chair and a comparable amount to push the same article on WDGY. In this case, newspaper advertising brought the store as much business as did the radio announcement but, the study pointed out, no purchases were made by people who were brought in by the newspaper ad alone.

In the latter case, all sales were attributed to advertising. Sears reported that 13 lawnmowers were sold without the help of either newspapers or radio. In both cases however, largest purchases were made by those persons who had heard ads on WDGY and read them in newspapers as well.

MBS Safety Campaign

MBS announced last week that it will step up its year-round safety campaign the week preceding Labor Day, Sept. 1, with safety messages interspersed on a number of its programs. MBS, in cooperation with the National Safety Council, has chosen Chuck Acree of the *Man on the Farm* to head up the farm crusade and Bobby Benson, MBS cowboy star, to direct juvenile activities.

GREY Adv., N. Y., is publishing a series of seven reports on "The Self-Service Retailing of Non-Foods in Non-Food Outlets" as semi-monthly bulletins running from July 1 to Oct. 1 when series is complete.

AM'S STRENGTH

Ziv Sales Reflect Growth

STRENGTH of radio as a vital selling tool is underscored by the recently noted upswing of radio sales in television markets, John L. Sinn, executive vice president of the Frederic W. Ziv Co., reported last week.

"The sales on *Freedom, U.S.A.* have justified our faith in this very important medium," Mr. Sinn declared, "and we are starting immediately to discuss plans for the next program which may have even a higher budget than *Freedom, U.S.A.*"

Mr. Sinn noted that recent sales of the program have been to the Capitol Life Insurance Co. of Denver, the Perpetual Building Assn. in Washington and WDOK Cleveland; WSYR Syracuse, CKLW Windson, Ont., WGST Atlanta and KTAR Phoenix—"all in television markets."

An apparent upswing in sponsorship by banks and other financial institutions of Ziv programs was also reported by Mr. Sinn. He remarked that aside from the Capitol Life Insurance signing, Ziv has recently completed sales with the City National Bank of Centralia, Ill., and the Amarillo National Bank, Amarillo, Tex. Total sales in the finance field have reached more than 20, Mr. Sinn added.

Alvin E. Unger, vice president in charge of sales for the company, voiced the prediction that sales of *Freedom, U.S.A.*, on a regional basis will be higher than for any other Ziv program. He cited as an example to back his contention the case of the Grand Rapids Wholesale Grocery Co., which is the first advertiser to buy *Freedom, U.S.A.* on a multi-market basis for Michigan markets.

Mr. Unger said these include Grand Rapids, Traverse City, Cadillac and Petoskey. Purchases were made through the John Norman agency, Grand Rapids, Mich. Stations will be announced shortly.

WLS PURCHASES

8th St. Theatre in Chicago

EIGHTH Street Theatre, Chicago, home of WLS' *National Barn Dance* for two decades, has been purchased by the station for a sum reportedly in excess of $100,000. The theatre, located on the near south side adjacent to the city's Loop, is used each Saturday by WLS for two two-hour performances of the show, which has been aired regularly for 28 years.

National Barn Dance is believed to be the first radio show to charge theatre admission prices. Leased previously from the Sipes estate, the station and its licensee, Prairie Farmer Publishing Co., will continue to rent the auditorium to outsiders for non-Saturday events.

SET PURCHASES

Radio Undersold In FRS Survey

AN INDEPENDENT government agency last week acknowledged that it had fallen victim to the common practice of underselling radio in its competitive fight with other media.

The Federal Reserve System's Board of Governors had compiled a *1952 Survey of Consumer Finances* in which it reported that buyers had indicated "planned purchases" of some 600,000 radio receivers in 1952 [B•T, Aug. 18].

The study estimated potential purchases of TV sets at 2.9 million for this year, a figure more likely of acceptance on a projected 12-month basis. But the radio estimate was adjudged considerably off estimates pegged for 1952, even allowing for dealer inventories.

The inquiry into FRS data was originated by T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives. He questioned their accuracy on the basis of quarterly figures compiled by Radio-Television Mfrs. Assn.

Citing RTMA figures, Mr. Flanagan noted that 2,310,357 radio sets were shipped in the April-June quarter, while 808,953 TV receivers were shipped from factories in the same period. "It would appear that either the FRS has published a wrong figure, or a wrong figure crept into your story," he commented.

Set Output

Total radio set production (all types) was well over 4.5 million for the first half of 1952. Home-type receivers accounted for 1.8 million of all produced in the first six months. TV set output was 2.3 million for the first two quarters, and less in point of actual shipments to dealers (see separate story).

A spokesman for the board acknowledged that the 600,000 figure is not necessarily accurate. He explained that the lower the cost value of the item, the less purchasers are inclined to record their intentions of buying early in the year. Thus, consumers who wish to buy houses and automobiles will plan their expenditures more closely.

Additionally, the spokesman continued, the planned purchase figure for 1952 must be measured against that for 1951 to obtain a percentage ratio. Comparing the 0.6 million with the 1.4 million for 1951 planned purchases, radio's estimated sales may be off by about 50%, he explained. (Radio production the first six months of 1952 was off by more than 40% from the same period last year, according to RTMA figures issued July 28.)

The report noted that "consumers who expected to buy radios in 1952 expected to spend much less than in the previous year . . . the median expected price fell from $100 in early 1951 to $40 at the beginning of this year. This appears to indicate that the prospective demand for radios is largely for portable and table models."

The Board of Governors more properly hedged its estimates with respect to TV set purchases. They explained:

"If before the end of the year television transmission is brought into many areas not now serviced, it is probable that the demand for television sets will be much stronger than was indicated by consumer buying intentions early in the year."

Thus, actual purchases might well exceed the estimated planned purchases of 2.9 million, it was acknowledged. Based on set production and shipments to dealer—and allowing for factory inventories—an additional 1 or 2 million could be added by the year's end.

DUKOFF CHARGE

Files Suit Against NBC

CHARGING breach of contract and plagiarism, Ed Dukoff, program packager and talent business representative, has filed a $100,000 damage suit in Los Angeles Superior Court against NBC and Tom McCray, Western division director of radio network operations.

Claiming that in November 1950 he submitted to NBC, story material and format for a radio series entitled, *From the Files of Scotland Yard*, Mr. Dukoff's complaint charges the network returned it to him 30 days later with authorization to record one program for audition purposes.

With NBC supplying talent, the recording was made, but nothing further was done, according to his complaint. However, in April 1951, Mr. Dukoff charges, NBC started a series called *Whitehall 1212*. He described the programs as "substantially embodying, copying and using" the format he had originally submitted, and that the network series was an outgrowth of his proposed package.

WRBL Vote Campaign

WRBL Columbus, Ga., will inaugurate its "Voters in Action" campaign—a drive designed to educate voters on elections and to bring an unprecedented turnout of the best-informed voters in the history of Muscogee County. The campaign will be held in cooperation with American Heritage Foundation and NARTB, with George Gingell, WRBL station manager and production head, as general chairman of the coordinating committee. B. Ed Johnson, WRBL sales department head, and A. Perry Gordy, station public relations director, will lead two other committees.

What a romantic place, Mr. Pulse!

WOODland! TV

WOODlanders (the prosperous folk of Grand Rapids, Muskegon, Battle Creek, Kalamazoo and surrounding territory) find their hearts beat as one . . . when it comes to watching WOOD-TV.

According to Pulse*, WOODlanders palpitate — both to network programs and to an unusual variety of local live programs — Monday, Tuesday and always. Or, more specifically . . .

		WOOD's Share of Audience
Monday - Friday	10 a.m. - 12:00	90%
	12:00 - 6:00 p.m.	60%
	6:00 p.m. - 12:00	51%
Saturday	10 a.m. - 12:00	85%
	12:00 - 6:00 p.m.	63%
	6:00 p.m. - 12:00	58%
Sunday	12:00 - 6:00 p.m.	63%
	6:00 p.m. - 12:00	50%

Incidentally, WOOD-TV offers you much more than affection. To wit:

- 225,000 TV families
- The only live TV facilities outside Detroit
- Michigan's largest outstate market

Want to feel our Pulse?

* — *Survey of Grand Rapids, Battle Creek, Muskegon, Kalamazoo — February, '52.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

H. M. Bitner, President *H. M. Bitner, Jr., Vice President*

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich. WEOA — Evansville, Ind.

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Sales FOR SALE!

in America's 6th City

CURRENT AVAILABILITIES

on WFBR's prize collection of home-grown shows. All are subject to prior sale . . . none will be available for long. Timebuyers: how do these fit your fall schedules?

CLUB 1300

Completely outclasses its field—No. 1 show of its kind!
1 STRIP ACROSS THE BOARD

MELODY BALLROOM

Top-rated disc jockey show in Baltimore!
7 SPOTS

NELSON BAKER SHOW

1st in its time period!
1 STRIP ACROSS THE BOARD

EVERY WOMAN'S HOUR

Top-rated 30-minute woman's show!
6 SPOTS

SHOPPIN' FUN

Top locally produced show in its period!
4 SPOTS

MORNING IN MARYLAND

Misses being tops for 3-hour period by a fraction!
SOLD OUT

For quick action, write, wire or phone your John Blair man or any account executive of

WFBR

ABC NETWORK

5000 WATTS IN BALTIMORE, MD.

MEETING of NBC O&O radio-TV stations was held the past fortnight at New York's St. Regis Hotel, with key executives on hand for conference. Seated clockwise are (l to r): Alfred Crapsey, sales manager, KNBC San Francisco; Lloyd Yoder, KNBC station manager; Jules Herbuveaux, operations manager, WNBQ (TV) Chicago; John Reber, manager, NBC TV spot sales; Thomas McFadden, director, NBC national spot sales; Luellen Stearns, TV spot sales; Donald A. Norman, manager, KNBH (TV) Los Angeles; Charles Bevis, manager, KOA Denver; Ted Broido, operations assistant; (head of table) James Gaines, vice president in charge of O&O stations; Charles R. Denny, vice president in charge of O&O stations and other responsibilities to whom Mr. Gaines reports; Carleton Smith, O&O operations vice president; Harry Kopf, vice president and general manager, WMAQ and WNBQ Chicago; (partly hidden) Eugene Juster, manager of WRC, WNBW (TV) Washington; Jay Smollin, promotion director, WNBC, WNBT (TV) New York; H. Norman Nubert, O&O merchandising manager; Richard Pack, WNBT program manager; H. W. Shepard, manager, O&O sales development, advertising and promotion; William Davison, newly-named national manager, NBC Radio Spot Sales Dept.

COPYRIGHT LAWS

International Rules Drawn

INTERNATIONAL conference to complete a Universal Copyright Convention was held at Geneva, Switzerland, last Monday under auspices of the United Nations Educational, Scientific & Cultural Organization (UNESCO).

Serving on the U. S. delegation, among others, were Sydney Kaye, general counsel, BMI; Herman Finkelstein, general counsel for ASCAP, and John Schulman, attorney for the Authors League. Luther Evans, Librarian of Congress, is chairman.

Convention draft will enter in force only after approval by all interested governments, and represents five years of work on an international copyright agreement. The convention was drawn to insure authors and publishers protection of their interests in other countries. Copyright laws at present are divergent and sometimes conflicting, the State Dept. said.

WGEZ Boosts Power

WGEZ Beloit, Wis., heretofore operating with 100 w, went on the air with its new power of 250 w Aug. 22. A dedicatory program opened the broadcast day. WGEZ operates on 1490 kc, and is licensed to the Beloit Broadcasting Co., of which Sidney H. Bliss is owner-president. John H. Rhodes is WGEZ general manager.

LEWIS, MUTUAL

Libel Suit Reply Seen

ANSWERS to the $500,000 libel suit filed against MBS commentator Fulton Lewis jr. by the Blood Bank Foundation of Nashville, Tenn., were being drawn up last week by the defendant parties.

Mr. Lewis' office had no statement on the suit. The Mutual commentator currently is on a cruise and is expected back this week. MBS and WWDC Washington (Capital Broadcasting Co.) also were named defendants. Mutual's reply was referred to New York attorneys after papers were served. WWDC was originating outlet for the Dec. 3 broadcast on which the libel charges were based [B•T, Aug. 18].

NLRB CASES

Involve ABC, NBC Directors

PETITION by National Assn. of Broadcast Engineers & Technicians (CIO) seeking to represent radio and associate radio directors at ABC and NBC Chicago was dismissed by the National Labor Relations Board last Tuesday.

The board ruled that the directors are properly supervisors and that it has no jurisdiction to determine questions of representation in either case. That was the position also taken by the AFL Radio & Television Directors Guild, which had intervened in both instances.

NABET had sought a unit composed of the directors in the Chicago operations but excluding all other employes. Neither ABC, which presently does not employ associate directors, nor NBC took a stand on the propriety of the units requested. NLRB held:

Radio directors have full responsibility for the finished form of radio programs assigned to them. . . . Every director possesses ample authority to achieve in each instance the best broadcasting result. The directors exercising independent judgment fulfill a fundamental function of management.

In announcing dismissal of the petition, NLRB also cited precedence in other broadcast cases, particularly those involving ABC's KGO-TV San Francisco and KECA-TV Los Angeles. Like the latter, WENR-AM-FM Chicago is ABC owned-and-operated while WMAM-AM-FM is an NBC O&O outlet.

In another case, Gremio de Prensa, Radio y Teatro de Puerto Rico, a labor representative for WKAQ San Juan, P. R. (Radio El Mundo), was charged in preliminary findings with threatening violence and restraining rights of the radio employes in conducting a strike against the licensee firm.

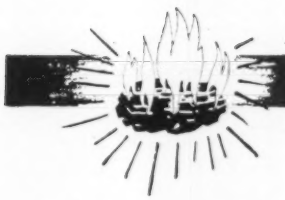
The International Longshoreman's Assn., also a labor group, was charged with forcing members of the local Steamship Assn. to cease handling of products of advertisers on WKAQ with the intent of launching a boycot involving sponsors and the station. The recommended decision called for cessation of the alleged unfair labor practice.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200



A MONTHLY REPORT TO EDITORS

Highlighting Significant Facts about Bituminous Coal

MATERIALS POLICY REPORT SHOWS COAL AS BASIC FUEL OF FUTURE.

The recently issued report of the President's Materials Policy Commission says that coal will have to carry the major burden of making further additions to the nation's energy supply. The report estimates that U. S. requirements of fuel and energy will double in the next 25 years. Unlike other fuels, coal's reserves are virtually unlimited, and the coal industry is well-equipped to meet all increasing needs.

NEW ATOM PLANT TO BE POWERED BY 2½ MILLION TONS OF COAL A YEAR!

It will take an estimated 2½ million tons of coal a year to power the nation's new atomic plant near Joppa, Illinois. This coal will be shipped by rail to electric generating plants and will require about 37,500 carloads a year—making it the biggest single piece of freight business in the country.

AERIAL PHOTOGRAPHS USED TO SURVEY COAL STOCK PILES.

A large electric utility is now using aerial photography to take quick, accurate inventory of its huge coal stock piles. A plane flies over the stock pile at a fixed altitude taking overlapping photographs which give a three-dimensional picture of the terrain. Contour lines are plotted and the volume of each layer computed. It usually takes weeks to measure these huge mountains of coal by ordinary surveying methods. But the utility has found that aerial photography gives them results in days . . . and cuts the cost of taking inventory by 25%.

NEW ROOF SUPPORT METHOD NEARLY DOUBLES COAL MINE'S PRODUCTION.

The U. S. Bureau of Mines has issued a report telling how one coal mine has nearly doubled its production by using a relatively new method of supporting the mine roof. The method, known as "roof bolting," consists of inserting long expansion bolts into the mine roof which bind together the overhead strata of rock into a strong laminated layer. This does away with space-crowding vertical timber supports in the working area. Roof bolting has enabled this particular mine to increase its production from 14 to 26 tons per man shift.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

IOWA AUDIENCE

Radio Leads; TV Homes, Too!

IOWANS in TV homes still spend 55.5% of total daily listening time tuned to radio. This was indicated last week in release of the first part of a report on radio and TV listening habits in urban and rural Iowa.

The report, titled "1952 Iowa Radio-Television Audience Survey," is the 15th consecutive annual study on Iowa listening habits and was conducted by Dr. Forest L. Whan, chairman of the committee on radio and television at the U. of Wichita, Wichita, Kan., for WHO Des Moines.

Percentage of whole day's listening time for radio in urban TV homes is 50.9%, for village TV homes 58.1% and for farm TV homes 62.3%.

The 47-page first section, compiled from personal interviews of 9,143 Iowa families in their homes, reached mostly from March 20-30, shows that of total listening time in the 2,315 TV homes 83.5% of TV homes use radio from 5 a.m. to 1 p.m., 42.4% from 1-6 p.m. and 26.8% from 6-11:30 p.m.

From 5 a.m. to 1 p.m. in urban homes radio's listenership was 78.5%, in village homes 86.9% and in farm homes 89.4%; from 1-6 p.m., urban 43.3%, village 38.4% and farm 43.4%; from 6-11:30 p.m., urban 26.4%, village 24.8% and farm 28.6%.

Of the 9,143 families, 99.2% of homes owned one or more radios, with 99.4% urban ownership, 98.7% village and 99.2% farm. Two or more sets were owned in 51.6% of total homes, 15.1% had three or more and 4.2% had four or more. FM facilities were owned in 21.9% of homes—26.3% urban, 17.9% village and 18.0% farm.

The study indicated 38.7% of all TV homes use radio "at times" while the family TV set is tuned in — 38.9% urban, 35.6% village and 40.2% farm.

Of the total families 58.3% (or 67.4% of all families owning passenger autos) owned auto radios. Of total families urban auto-radio ownership was 55.9%, village 51.4% and farm 65.7%.

Of auto-owning families, 68.6% of urban families owned auto-radios, 63.9% village and 67.8% farm. Of families owning one truck, 14.7% had truck radios, with 30.9% urban, 30.4% village and 11.8% farm. Of tractor-owners, 1.4% had radios installed. Of farmers questioned, 18.8% had radios in barns.

Interviews on use of cars with radios indicated 49.1% of women interviewed answered that "I rode in the car yesterday," while 66.2% of men made the same answer. Of the women percentage was 47.3% for urban, 39.8% for village and 55.1% for farm. Of the men percentage was 70.9% for urban, 52.1% for village and 67.6% for farm.

Men Riders Greater

Of women in the 21-35 age group 52.5% rode in the radio-equipped car, of the 36-50 age group 50.7% and over-50 group 40.0%. Of men in the 21-35 age group 74.3% rode in the radio-equipped car, in the 36-50 age group 66.7% and the over-50 group 52.0%.

Of those who rode in radio-equipped cars 45.9% of women and 53.4% of men used the car radio, according to the study. Of urban women 46.2% used the radio, of village women 44.4% and of farm women 46.1%. Of urban men 55.3% used the radio, of village men 55.0% and of farm men 51.3%.

Of women in the 21-35 age group 51.8% used the radio, in the 36-50 age group 43.7% and the over-50 group 38.8%. Of men in the 21-35 age group 64.0% used the radio, in the 36-50 age group 48.2% and the over-50 group 43.5%.

On trips of up to five miles in radio-equipped cars 31.1% of women used the radio and 28.3% of men; six to 25 miles, 44.8% of women and 53.6% of men; 26 to 50 miles, 68.0% of women and 67.4% of men; 51 to 100 miles, 78.1% of women and 79.0% of men; over 100 miles, 73.3% of women and 80.7% of men.

A one-day diary sheet was left with every third family interviewed in a 1950 study, the 1952 report noted, with each member of the family asked to recall and write down where and when radio was used outside the home on the day of interview. Of the 1,212 replies covering 2,484 family members over four years of age, radio use outside the home totaled 6,438 quarter-hours.

Weekday Percentage

On weekdays, the percentage of women over 18 using radio outside the home was 27.6%, of men over 18 a reported 42.5%, of teen-agers from 12-18 a reported 46.7% and children 4-11 a reported 33.5%. On Saturdays the figure for women was 32.4%, for men 42.1%, teen-agers 55.0% and children 48.2%. On Sundays, women 47.5%, men 60.5%, teen-agers 80.0% and children 75%.

Average number of quarter-hours in which out-of-home radio was used on weekdays: Women, 1.80; men, 3.46; teen-agers, 2.32; children, 1.33; average total, 2.51. Saturdays: Women, 2.45; men, 3.49; teen-agers, 5.70; children, 1.70; average, 6.32. Sundays: Women 2.73; men, 3.79; teen-agers, 4.60; children, 2.25; average, 6.61. Average individual time was weekdays 2.51, Saturdays 3.02 and Sundays 3.30.

More than half of all out-of-home radio use comes between 8-12 a.m. and 1-5 p.m. (Class B time) on weekdays and the hours from 1 to 5 p.m. on Saturday and Sunday draw nearly as much listening as the evening hours, 7-10 p.m.

According to the diary sheet, percentage of all time for persons "in home and awake" and using the radio were, for weekdays: Women 44.6%, men 33.9%, teen-agers 32.8% and children 18.7%. Saturday: Women 41.4%, men 25.5%, teen-agers 40.7% and children 23.4%. Sunday: Women 44.0%, men 38.1%, teen-agers 43.9% and children 18.9%.

Hair Haul

RADIO can do almost anything, including the bringing of success to a world-wide search for whale hairs. So reported CBS Radio fortnight ago. The network said an appeal by Dr. Leon A. Hausman of Rutgers U. on CBS Radio's *Adventures in Science* program two months ago led the British Columbia Packers of Whaling Station, Coal Harbour, British Columbia, to send him 30 whale hairs, the total supply of three whales.

Advertisement

This is urgent: Emergency Schedules Now in the Making!

Spot Radio is "particularly effective for deals, contests and other urgency devices."

Bob Kenyon

What you have just read was lifted from an article that appeared in the July 11th issue of Printers' Ink, entitled, "National Spot Radio." This article, the result of many months of research and interviews with users of Spot at the local, regional and national levels, gives you and your staff ten specific ways to sell and use Spot.

Under one sub-heading, "To promote Special offers and Deals" is this very important suggestion: "You can pour your spot radio advertising on as heavily or lightly as the situation requires."

Well, here is some interesting news. Right now hundreds of advertisers are putting together emergency schedules that will enable them and their dealers to clean the shelves before the end of 1952. Many manufacturers have heavy inventories. Others, because of the steel strike, have seen a slow-down in some of their territories. Now things are starting to hum again, and as consumers are coming back into the market many advertisers are planning high-pressure sales drives for the remaining months of 1952.

If you have not yet re-arranged your own promotion program for these few months, these suggestions may be helpful: 1st. Place a copy of our report "National Spot Radio" in the hands of every one of your salesmen. The price is 50c a copy. 2nd. Start immediately to tell the buyers of advertising about your market and your station. Of our new high circulation of 23,793, more than two-thirds are advertising managers, sales managers, time buyers, district managers, agency officials, and the top level of management who give the final O.K. to regular and *emergency schedules.*

With Spot Advertising, the advertiser can pour it on quickly and efficiently. But time is short. Your own representatives and staff cannot possibly contact the army of advertising buyers who are now making up emergency schedules. In Printers' Ink, Voice of Authority, you can each week in 1/6 of a page, or in a full page, tell the story of your station and market. Go after this *emergency* business. *There is going to be a lot of it released, and soon.*

Wire, write, or phone, or call on us. Our staff is ready to assit you in any way we can. When may we call?

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink • 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

CONSTRUCTION

NPA Issues New Grants

ELECTRONIC manufacturers and a community TV antenna firm last week figured in materials allotted by the government for construction. No broadcasters were listed in the new compilation by the National Production Authority.

Among firms promised delivery of steel, copper and aluminum for the current third and fourth quarters of 1952 were RCA, Collins Radio Co., General Electric Co. and Raytheon Mfg. Co. Construction involves expansion of facilities for electronic research and development, tubes and other equipment.

TV Antenna System Inc. was issued a third quarter allotment for its community project, with estimated value of $30,000. The firm proposes a TV antenna system for New Philadelphia, Dover, Midvale, Uhrichsville and Dennison, all in Ohio. The project represents a "new start in construction," the firm having been denied materials in the first quarter this year.

Value of other projects was given as $3,486,100 for RCA, $2,122,308 for Collins, $2 million for GE, and $277,539 for Raytheon. All allocations are subject to revision because of the prolonged steel strike.

Steel Strike Aftermath

It was the steel dispute—and the resulting after-effects — which prompted NPA to warn that new building involving large quantities of steel may have to be deferred until early 1953. A new defense-criteria priority system was set up with requirements governing radio-TV broadcasters and other industry groups [B•T, Aug. 11].

NPA is expected to meet this week with a Construction Industry Advisory Committee and set the pattern for the building industry. Some inkling on what radio-TV broadcasters may expect in the way of relaxation of building curbs was anticipated. NPA will also issue a compilation of grants for the fourth quarter, probably sometime in September. Military and defense-supporting projects will have the right-of-way.

With the trend toward easing of restrictions on building (save for the steel clampdown), the potential increase in number of new TV station grants by FCC should pose no problem at NPA. The agency has indicated generally that sufficient materials would be available for new stations and for transmitting, receiving and related equipment as the situation develops.

Some extra steel, meanwhile, is being made available for broadcast and other pursuits to keep employment levels as high as possible. A broadcaster who has a construction schedule for the fourth quarter of 1952 and the first of 1953 may obtain up to 500 tons of carbon conversion steel without it being charged against his allotment. There's one proviso: The amount he orders may not exceed 40% of that allotment for those quarters.

Broadcasters who desire more than 500 tons of this type steel must apply to NPA's Iron & Steel Division. Otherwise, they simply purchase it on the open market without regard to restrictions.

Radio Power

KXLW St. Louis admitted it didn't expect any results whatsoever from this spot announcement. However, in furtherance of its policy of cooperating with Missouri State Employment Service, KXLW aired announcement. Spot aired request for—of all things—"a female electric overhead crane operator." To KXLW's surprise, employment service received 75 applicants.

WWDC CONTEST

'Miss Washington' Named

FINALS of the 11th annual "Miss Washington" contest were held by WWDC Washington, D. C., last Monday when advertising executives joined with civic leaders to name Iris Anne Fitch as District of Columbia representative in the national "Miss America" competition.

Finals were at Washington's Capitol Theatre. Miss Fitch, a singer, won a jackpot of prizes including an all-expenses paid vacation in Florida, wardrobe and a radio, TV or stage contract. She will compete in the Miss America pageant at Atlantic City, N. J., next month with WWDC bearing expenses.

Miss Fitch emerged from a field of 68 contestants. Ceremonies last Monday were broadcast from the Capitol stage by WWDC, with Art Brown, Milton Q. Ford and Willis Conover presiding. Judges were selected from advertising, radio-TV trade and government agency circles.

NEW RADIO-TV LINE

Shown by Stewart-Warner

STEWART-WARNER Electric, radio-TV division of Stewart-Warner Corp., Chicago, has introduced its new line there last week at the first of four nation-wide meetings for sales managers and distributors. The company plans increased cooperative advertising in local markets this fall, and will supply dealers with additional radio and TV material.

The new Stewart-Warner line will be shown in New York, Atlanta and San Francisco this week. It includes 26 radio sets, priced from $19.95 to $69.95 and 13 TV models priced from $199.95 to $449.95.

Excitingly new and different!
The Continental Type 312
250 WATT AM TRANSMITTER
Here's a refreshingly original transmitter engineered to bring top performance with utmost ease of adjustment. RMS distortion values in the order of 1% over the entire audio range are obtainable. The electrical design is simple and straight forward. Only two tuning controls are required. Modern, Transview cabinet styling affords maximum accessibility, shielding, and circulation of cooling air.
Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES
Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

Centralized Control... with

"tailored" switching and monitoring

TC-4A Control Console combines Audio-Video Switching with Transmitter Control—makes it possible to centralize all operations at one position

Now you can do all (or any desired part) of your audio-video switching *right in your transmitter room . . .*

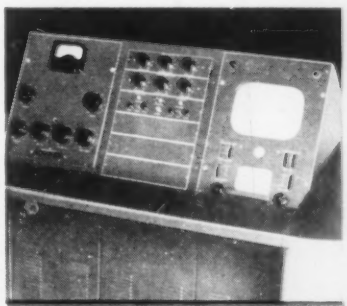
And you do not have to take a fixed group of units to do it. You can have whatever group of audio and video facilities you need to fit your particular requirements. Moreover, you can add further audio and video facilities as needed.

You get this economy and flexibility by building your equipment layout around the new TC-4A Control Console. The TC-4A is a two-section unit containing basic switching facilities for handling up to 8 audio and 8 video signals (remote or local). It can fade to black and "program-switch" network, remote, film, and local studio signals. Up to twelve signals can be monitored including transmitter operation.

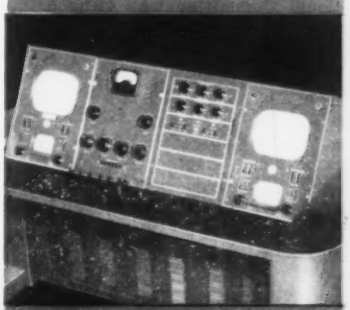
To this two-section unit you can add as many console sections (for "on-air" monitor, preview monitor, individual camera monitors) as you need to take care of your individual requirements. In this way you can build up a "centralized" control position from which one man can (if necessary) perform all operations.

Moreover, you do all of this with standard RCA units exactly like those used by the largest stations and the networks. Thus, if you decide later to expand to a multiple studio layout you can very easily rearrange these same units for that type of setup.

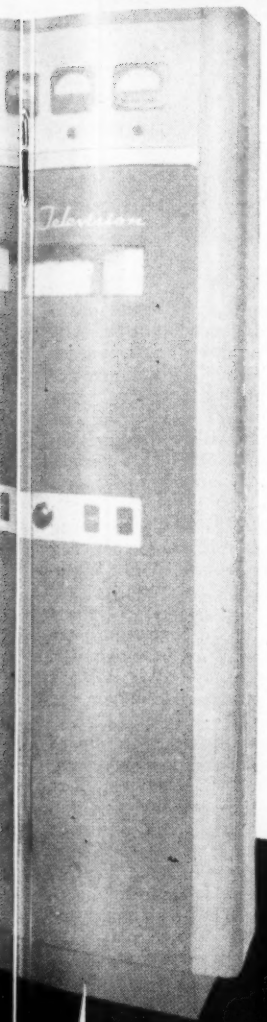
Remember . . . in TV it's good business to buy the best to begin with.



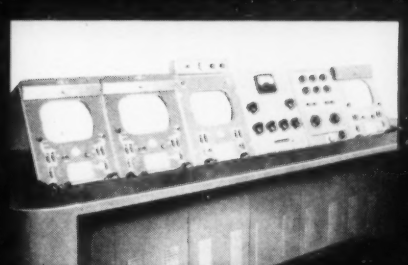
The basic TC-4A (left-hand and center sections) with a master monitor (right-hand section) as normally used at the transmitter (i.e., no video origination at this location).



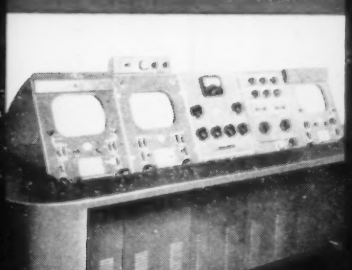
The same setup with a film camera control unit added (at the left) for programming of slides and films from the transmitter—or for small stations without "live" studios.



TC-4A Control Console (3rd and 4th units from left) combined with three monitor sections to provide complete station operating control from a position in the transmitter room. In this arrangement the first unit of the console (starting from the left) is the "live" camera control and monitor, the second is a film camera control, the third unit contains audio faders and audio and video switching, the fourth unit contains monitor switching and remotely located equipment controls, the fifth unit is the line master monitor. Audio and video amplifiers, power supplies, etc., are mounted on the racks at left (shown shaded). The transmitter in the background is the Type TT-2A 2 kw, VHF TV Transmitter. However, the same arrangement of controls and audio-video facilities can, of course, be used with any RCA TV transmitter, UHF or VHF, 500 watts to 50,000 watts (providing ERP's of 1 kw to 1000 kw).



TC-4A with master monitor unit, preview monitor unit, and two camera control units (one live and one film or two film). If desired, sections can be arranged U-shape or L-shape to fit available space.



Similar setup with two camera control units (one live and one film, or two film), such as used in the RCA "Basic Buy" for TV.

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

editorial

Mike & Ike (& Adlai Too)

YOU DON'T have to be in broadcasting to become a political tycoon, but the record shows it helps.

Both the Eisenhower and Stevenson camps are heavily weighted topside with people identified with radio.

Several weeks back we recounted the celebrated radio-TV personages who are identified with each Presidential candidate. Gov. Stevenson himself is one-fourth owner of WJBC-AM-FM in Bloomington, Ill. He had a small interest in a TV application, but appropriately withdrew upon being wafted into the Presidential race by an uncontrolled convention draft. His family, however, retains a minority in the TV quest.

Gen. Eisenhower has no direct broadcast ownership holdings himself, having been precluded from them largely because of an adult lifetime dedicated to the military. But a brother owns minorities in two stations, and another brother has broad experience in radio. His new personal right-hand bower, Stanley R. Pratt, is owner of WSOO Sault Ste. Marie, Mich., and is an NARTB director. Another prime advisor, Sen. Fred A. Seaton, is identified with the ownership of three stations in Kansas and Nebraska.

There's Ex-Chairman McKinney of the Democratic National Committee who owns a substantial minority in WISH Indianapolis and other Indiana stations. These are aspirants for TV, and Mr. McKinney now has returned to Indianapolis to resume private business—including the TV activity.

Electioneering is an advertising and merchandising job, with the emphasis on both radio and TV. In the Eisenhower pre-convention doings, Young & Rubicam was working quietly behind the scenes. Now Kudner Agency takes over as the official agency. The Democrats had Joseph Katz Agency of Baltimore and New York handling pre-convention activities, and carries on with that organization for the campaign, with Joseph Katz, in person, masterminding the operations.

Although the accent has been on TV, because of its glamour, and because it did the visual gavel-to-gavel job at both conventions last month, radio will figure vigorously in the campaigning that will run from Labor Day to Election Day (for pay, to the tune of maybe $3,000,000 for each party). The Democrats, dependent largely on the big-city worker vote, will use TV heavily, because the big cities have the TV audiences. The GOP, on the other hand, while not disdaining TV, will go to the hinterlands via radio, where the rural and small town vote is its prize.

How much money will be spent for radio and TV we won't venture to predict. The limitation for the national campaigning is $3,000,000 per party. But that doesn't include expenditures at the local and state levels, which could run five-fold the national limit.

It will be a campaign year of, but not for broadcasters. They probably will hold the bag for losses aplenty, growing out of preemptions of time and talent.

Only one thing is certain: The ether waves will sag under the burden of broadcast politicking. And the microphones will grow hoarse and the cameras bleary-eyed.

Wholesale Retailing

THE ANNUAL NARTB district meetings started last week with less wind and more substance than sometimes have prevailed.

To a great extent the substance came from the speech by Harold E. Fellows, NARTB president, urging broadcasters and retailers to get together for the good of both.

No suggestion could be more timely or more realistic. The record shows that local advertising for both radio and television, especially radio, is already big, but could be much bigger.

One thing that would enormously boost local volume would be a substantial increase in the share of department store advertising that radio gets. As Samuel H. Cuff, radio and TV consultant to Allied Stores Corp., said three weeks ago [B•T, Aug. 11], only 3% of department store advertising goes to radio. The figure could be raised, he thought, to 20%—if radio sold itself properly.

In his speech to the Districts 7 and 8 meetings last week, Mr. Fellows did not make exact predictions as to how much radio business would be increased if his formula were followed, but obviously it would increase.

"In the area of economic advantage alone," said Mr. Fellows, "there should exist a communion of interest between the retailer and the broadcaster for the reason that one seeks customers and the other speaks to them daily."

There is plenty of evidence at hand to show how valuable radio advertising can be to the retailer who uses it properly. In the many stringent tests of pulling power made by the Advertising Research Bureau Inc., radio has consistently outpulled newspapers for retailers.

Tolerance

SOME LEADERS of the Catholic Church have contributed an unjust amount of criticism of television, and so it was refreshing the other day to run across a more tolerant view in the *Catholic Universe-Bulletin* of Cleveland.

The remarks of Father Daniel Lord in that publication are worth excerpting here.

"We were watching one of the rare TV programs on which I waste a stolen hour, and the program was good," wrote Father Lord. "In fact, for a change it was so good that the interruptions for the advertisements left us all irritated.

" 'Those horrible ads!' one of the audience said indignantly. 'Can't the stations give us an uninterrupted program?'

"I echoed the sentiment and so, I'm sure, did hundreds of thousands of Americans. . . .

"The program was costing the advertisers around $50,000 an hour. It was in this instance excellent entertainment. Had I been in a Broadway theatre, I should have been paying somewhere between $5.50 and $7.50. Had I been seeing it in a motion picture theatre, I should have had to leave the house, pay 50 cents and up for the evening's show. . . .

"Yet I kicked when the people who gave me the show took 30 seconds or perhaps a full minute to tell me about the things which made possible their complimentary show. . . .

"We're a spoiled lot in many ways, we Americans. It's true that the advertiser is no philanthropist. He is a hard-headed businessman who gambled his money against 60 seconds of my attention, made me a bet: 'I'll bet you an hour of fun and music against the possibility that you'll go out and spend a quarter buying my goods.' And in the end I could win, for I did not need to spend even 25 cents on his product.

"If we don't like the program, we can turn a switch and walk away. If we sit and watch, we should not begrude the advertiser."

our respects to:

HERBERT EMLYN EVANS

THERE'S nothing more important in the world than people, Herbert Evans believes. He ought to know because his principal job has been the welfare of the 7,000 employes of the extensive Farm Bureau Insurance Companies empire.

Having watched the Farm Bureau labor complement grow from 1,000 to 7,000 in a decade, Mr. Evans has just left a 62-employe personnel department to become fulltime vice president-general manager of Peoples Broadcasting Corp., Farm Bureau radio subsidiary operating WRFD Worthington, Ohio, and WOL Washington.

When Murray D. Lincoln, head of the Farm Bureau properties, wanted to investigate the future of broadcasting last year, he picked Mr. Evans, vice president-personnel, for the job, naming him vice president-general manager of Peoples.

Now Peoples announces it plans to expand programming and facilities and "perhaps enter other communications fields." Obvious choice for the top electronic assignment was Mr. Evans, who incidentally can trace his radio experience back to the earphone and horn days.

His first contact with radio came in 1920 while attending Springfield College, in Massachusetts. At that time WBZ was operating out of Springfield and Mr. Evans picked up $15 a week helping to program the station.

In 1922 he joined the staff at Columbia U., New York, and became a personnel counselor to students and faculty. As advisor to the glee and instrumental clubs he used his radio experience to advantage in putting the groups on WEAF and WJZ. Also interested in sports, he later added a satisfying sideline—taking football game movies for Coach Lou Little.

Mr. Evans left Columbia in 1936 on a one-year leave to work with the late Edward A. Filene, president of Consumer Distribution Corp. The assignment lasted six years, a period that gave him a chance to help develop the cooperative store movement. He was vice president and secretary of Consumer when he resigned in 1942 to become personnel director of the Farm Bureau properties.

Herbert Evans was born in Wales, Sept. 1, 1898, accounting for his unusual middle name —Emlyn. His father composes Welsh music, with the younger Evans serving every year as publicity chairman for the Welsh Song Festival which brings 5,000 persons to Columbus, Ohio.

Among his interests are choir music, photography and high-fidelity recording gear. The hi-fi business is getting so serious that he's

(Continued on page 73)

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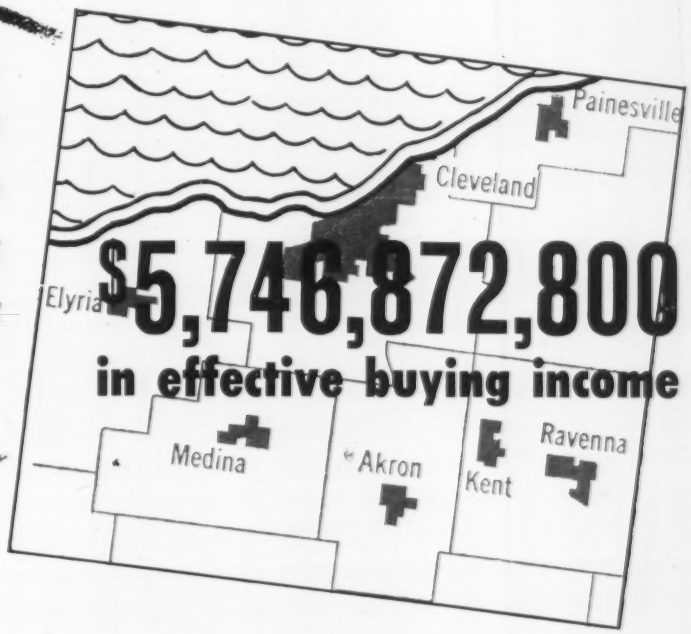

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COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Music For You	Sgt. Preston of the Yukon	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines S	"	"	"
6:30	TBA	Syncopation Piece	Nick Carter	First Nighter S
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	Sophisticated Rhythm S	Ameri. Tobacco Jack Benny (200) R	Affairs of Peter Salem	Hollywood Bowl Concerts S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Doris Day Show (193)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	American Music Hall S	Frank Fontaine	Hawaii Calls	RCA, Meredith Willson, Music Room (188)
8:15	"	"	"	"
8:30	"	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Hall Brothers Hallmark Playhouse (194)	Opera Concert	"
9:15	Melody Highway S	"	"	"
9:30	"	Pearson Pharm. Inner Sanctum (85)	Sterling John J. Anthony Hour	L&M Fatima Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Bob Trout General Foods (154)	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show S	10:05 Dance Orch TBA	"	"
10:30	William Tushe Show S	Longines-Wittnauer Choraliers (160) R	Little Symphonies	American Forum of the Air
10:45	Field and Stream S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Beltone (alt. wks.) Gabriel Heatter	Miles Labs News of World (166)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsree	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (187)	Stars in the Night	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever Brothers Lux Radio Theatre (181)	Crime Fighters	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (111) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	America's Music S
10:15	Dream Harbor S	"	Co-op I Love A Mystery	"
10:30	Time for Defense S (see footnote)	R. Trout (10:30-35) Ford (112)	Dance Orchestra	Swayze Citizen Views the News
10:45	"	Dance Orchestra	"	Dangerous Assignment MM (10:35-11)
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	TBA	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Mayor of Times Square S	Mars Inc. 9 30 People Are Funny (176)	Jimmy Carroll Show	duPont Co. Cavalcade of America (166)
8:15	"	"	"	"
8:30	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (188) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (186)	Official Detective	L&M Chesterfield Martin & Lewis (191)
9:15	"	"	"	"
9:30	"	Steve Allen Show	Mysterious Traveler	Pet Milk Truth or Consequences (166)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	R. Trout (10-10:05) Ford (112) R	A. F. of L. Frank Edwards (27)	Concerts at the Capitol
10:15	Dream Harbor S	Strawhat Concert	Co-op I Love A Mystery	"
10:30	Hotel Edison Orchestra S (See Footnote)	Dance Orchestra	Bands for Bonds	Swayze Citizen Views the News
10:45	"	"	"	Stan Kenton Concert (10:35-11)
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (26)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G-Ivory Lowell Thomas (106) R
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
8:00	Postmark U.S.A. S	Hearthstone of the Death Squad
8:15	"	"
8:30	Valentino S	Chesebrough Dr. Christian (183) R
8:45	"	"
9:00	Co-op Mr. President	The Lineup
9:15	"	"
9:30	Co-op Crossfire	Steve Allen Show
9:45	"	"
10:00	Gulf Oil John Daly News (310)	R. Trout (10-10:05) Ford (112)
10:15	Dream Harbor S	Boxing Bouts
10:30	Latin Quarter Orchestra S (see footnote)	"
10:45	"	Dance Orchestra
11:00	Band	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Dot
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Music for Worship	Faultless Starch Time (59) Spl.
11:15	"	"	"	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U Review S	U.N. Is My Beat S
11:45	"	"	"	Songs of the Wil
12:00 N	News S	The Asia Story	U. S. Military Academy Band	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernes	"
1:00	Churches of Christ Herald of Truth (108)	Your Invitation To Music	Vandeventer & The News S	Sunday News Desk
1:15	"	"	Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club S	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Mac McGuire Show	P&G Young Dr.Malone (189)
9:45	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Toni-Fr. Sardina Godfrey (187) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Frigidaire-Owens-Corning Godfrey (188) R	Amana M-W-F & Pequot-Tu & Th Paula Stone (514)	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (180) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	When A Girl Marries S	Pillsbury Arthur Godfrey (191) R	"	"
11:00	Lone Journey S	National Biscuit Arthur Godfrey (193) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (178)
11:15	Top of the World S	Liggett & Myers Arthur Godfrey (200) R	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu& Th Quaker	C-P-P Bob & Ray (168)
11:45	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Snow Rosemary (141)	M-F 11:45-12 P. Lorillard	Armour Dial Dave Garroway (182)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	ABC Late News S	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (173)	Headline News	"
12:45	Not in Service	Whitehall Our Gal Sunday (168)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (159)	Mutual Music Box	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Inta'l Shoe Howdy-Doody (83)
9:15	"	No Service	"	L, P & 14
9:30	"	"	"	Anybody Home
9:45	"	Garden Gate	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Dr. Pepper Old Dem. Barn Dance (49)*	"	"
10:30	Ralston Space Patrol (284)	Brown Shoe Smilin Ed McConnell (143)	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(157)	Brevard Music Camp Programs	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (153)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (167)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Grand.Can.Sta. (185) *	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	San Francisco Sketchbook S
5:15	"
5:30	Heartstrings S
5:45 PM	"

XUM

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Lionel Ricau S	Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Bible Messages S	Antonini Orchestra	"	H V Kaltenborn	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Summer Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSeuer News	S. C. Johnson Peewee Reese (Repeat)	"	6:45
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Lava Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Lava Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	This I Believe Saturday at The Chase	Co-op Al Helfer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (141) R	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (141) R	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	TBA	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Murine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA	7:30
Co-op 7:45-7:55 Mutual Newsree	Miles Labs 1 Man's Family (166) Rp	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Music For A Half Hour	R J Reynolds Vaughn Monroe (179)	Mr. Broadway S	American Chicle Mr. Keen (176)	Jazz Nocturne	General Foods Roy Rogers (179)	Top Guy * PP	Musicland USA	Symphonic Strings	Amer Tobacco Co Hit Parade (191)	Dancing Party S	Wrigley Gene Autry (181) R	20 Questions	Jane Ace	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
Great Day Show	Kraft Gildersleeve (160)	Defense Attorney *PP	FBI Peace and War	(Co-op) The Hardy Family	General Foods Father Knows Best	Equitable Life This Is Your FBI (200) R	"	(Co-op) Gracie Fields Show	Pabst Bob & Ray (144)	"	GF-Post Cereal Tarzan (75) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue S	8:30
"	"	"	"	"	"	"	"	"	Bob & Ray S	"	"	"	"	8:45
Salute to the Nation	DeSoto Plymouth Dealers, You Bet Your Life (191)	Lorillard Amateur Hour (285)	Mr. Chameleon	Pal Blade Rod & Gun Club	TBA	Newsstand Theatre S	The Big Time	Magazine Theatre	Coca-Cola Mario Lanza Show (198)	"	General Foods Grapenuts Gangbusters * (158) R	"	Pee Wee King S	9:00
"	"	"	* "	"	"	"	"	"	"	"	*	"	"	9:15
Family Theatre S	Hollywood Music Box	"	Steve Allen Show *	Co-op Reporter's Roundup	Gulf Refining Counterspy (123)	Summer Cruise S	Steve Allen Show	Hall of Fantasy	Music by Mantovani S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story S	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Promenade Concert	Gulf Oil John Daly News (310)	(10-10:05) Bob Trout (162) General Foods	A. F. of L. Frank Edwards (27)	Pabst Nightbeat (157)	Gulf Oil John Daly News (310)	(10-10:05) Bob Trout	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	Reuben, Reuben	10:00
Co-op I Love A Mystery	"	Heartstrings S	10:05-11 Dance Orchestra	Co-op I Love A Mystery	Nightbeat S	Eddie Fisher's Serenade	Capitol Cloakrm. "	Co-op I Love A Mystery	Words in the Night	"	"	"	"	10:15
Dance Orchestra	Swayze Citizen Views the News	Hotel Edison Orchestra S (See Footnote)	"	Dance Orchestra	Swayze Citizen Views the News	Band S (see footnote)	Air Force Orchestra	Dance Orchestra	Swayze Citizen Views the News	Miami Band Concert S	"	"	Locke Steve Co. Duke of Paducah & Opry Gang (26)	10:30
"	Portrait of a City 10:35-11:00	"	"	"	Robt. Armbruster & His Music 10:35-11	"	"	"	Bill Stern (10:35-10:45) TBA	"	"	"	"	10:45
Co-op Baukhage Talking	News from NBC	Band	News	Co-op Baukhage Talking	News from NBC	"	News	Co-op Baukhage Talking	News from NBC	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	The Playboys S	Dance Orchestra	Dance Orchestra	Earl Godwin	11:15 PM

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Your Invitation To Music	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (155)	Luncheon with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (153)	Dunn On Discs	Dude Ranch Jamboree
"	"	"	"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)	"	"	"	"
Longines-Wittnauer Symphonette (156)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (138)	Say It With Music	Jane Pickens Show	Front & Center S	Hormel & Co. Music with H. Girls (121)	"	Coffee in Washington S
"	"	"	"	P&G Tide Perry Mason (160)	"	Meredith Willson's Music Room	"	"	"	"
String Serenade	"	Sunday Symphonic Adventure	Tennessee Ernie S	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	Live Like A Millionaire 2:30-2:55	Frank & Jackson Show S	Chicagoans	Georgia Crackers	Big City Serenade
"	Dixie Four Quartet	"	"	P&G Ivory Fl. Brighter Day (143)	Music By Willard	H. Bishop (190) Inside News from Hollywood 2:55	"	"	"	"
Galaxy of Hits	Jimmy Carroll	Elmo Roper	"	Miles Labs Hilltop House (144) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downbeaters S
"	"	Intermezzo	"	Pillsbury House Party (167) R*	"	P&G Road of Life (163)	"	Adventure In Science	"	"
"	Bandstand U.S.A.	Mutual Ben. H&A On the Line w Considine (183)	"	Lever Bros. Houseparty (169) R	"	P&G Pepper Young (166)	TBA	CBS Farm News	Sports Parade	U. S. Army Band
Main Street Music Hall S	"	TBA	"	Cedric Adams See Footnote	"	P&G Right to Happiness (163)	"	Radio Reporters Scratch Pad	"	"
Band of The Day	Under Arrest	The Falcon S	General Mills Cal Tinney (274)	General Foods Grady Cole (47)	Miscellaneous Programs	P&G Backstage Wife (152)	ABC Late News S	Horse Racing	Duna's Adobe	TBA
"	"	"	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)	Looking Into Space S	Stan Dougherty	"	"
Pick the Winner Westinghouse (194)	Seabrook Farms Private Files of Matthew Bell	U. S. Tobacco Martin Kane (183)	Ronnie Kemper S	Treasury Bandstand	Tu&Th 5-5:30 Quaker Sgt. Preston of the Yukon	Sterling Drug Young Widder Brown (151)	International Jazz Club S	"	Mac McGuire	Musicana
"	"	"	Dean Cameron S	"	"	Manhtn. Soap Woman in My House (181)	"	TBA	"	"
Holland Furnace Arthur Godfrey Roundtable (151)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)	Co-op Big Jon & Sparkie	4:55-5 News	Mon 5-5:30 TBA	Whitehall Just Plain Bill (143)	Roseland Ballroom Orch. S	Eddie Fisher Show	Dancing By The Sea	Mind Your Manners
"	"	"	"	"	Wed&Fri Orange Crush Green Hornet	Whitehall Front Page Farrell (138)	"	"	"	"
Admiral Bkt. Trout (192)	Williamson & Motorola (alt. wks.)	Whitehall 1212 S	Fun Factory S—See Footnote	"	MWF Kellogg Wild Bill Hickok Tu&Th TBA	Hazel Bishop Lorenza Jones MWF (181)	"	Treasury Bandstand	"	The Author Speaks
"	True Detective Mysteries	"	"	Miles Labs Curt Massey Time (147) R	M-F 5:55-6 Johnson & Son Cecil Brown	Ex-Lax Inc. Doctor's Wife (170)	Club Aluminum Club Time (28)	"	Johnson & Son Peewee Reese Show	Your Key to Health

repeat performance. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
5:30-5:55 p.m., M-F, World Flight Reporter.
5:55-6:00 p.m., M-F, Union Oil Co. of Calif., Royal Triton Baseball Roundup (275).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310).
* PP (Pyramid Plan) American Chicle participations on The Top Guy, W., 8:30-9 p.m.; Defense Attorney, Th., 8-8:30 p.m.

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107).
* 10:25-30 a.m., Sat., Flako Prods. Galen Drake.
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187).
1:25-1:30 p.m., Sat., Toni Co., It Happens Every Day (186).
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (142).
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (156).
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (153)R.
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182).
11:30-11:35 a.m., Sun., Bill Shadel (8).
*3:15-30 p.m., M-Thur., Pillbury Mills, House Party (167).
3:15-3:30 p.m., Fri., Green Giant, House Party (169).
3:50-4 p.m., Quaker Oats, Aunt Jemima, Home Folks.

ON A SUNDAY AFTERNOON

String Senenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:45 p.m.
Main Street, Music Hall, 3:15-4 p.m.
Band of the Day, 4-4:30 p.m.

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son, News
1:25-1:30 p.m., M-F, Carl Smith-Kellogg Co.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson & Son Inc.
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 190 stations.
10:15-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
August 25, 1952

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Co-op George Sokolsky	Music For You	Sgt. Preston of the Yukon	Texas Rangers Joel McCrea *MM
6:15	Monday Headlines S	"	"	"
6:30	TBA	Syncopation Piece	Nick Carter	First Nighter S
6:45	"	"	(6:55-7) State Farm Ins. C. Brown	"
7:00	Sophisticated Rhythm S	Amer. Tobacco Jack Benny (200) R	Affairs of Peter Salem	Hollywood Bowl Concerts S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Doris Day Show (193)	Howard Cable & His Concert Band	"
7:45	"	"	"	"
8:00	American Music Hall S	Frank Fontaine	Hawaii Calls	RCA, Meredith Willson, Music Room (180)
8:15	"	"	"	"
8:30	"	Philip Morris Playh. on Bwy. (193)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Carter Prods. Drew Pearson (175)	Hall Brothers Hallmark Playhouse (194)	Opera Concert	"
9:15	Melody Highway S	"	"	"
9:30	"	Pearson Pharm. Inner Sanctum (85)	Sterling John J. Anthony Hour	L&M Fatima Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Bob Trout General Foods (154)	This Is Free Europe	Meet the Press
10:15	Gloria Parker Show S	10:05 Dance Orch TBA	"	"
10:30	William Tushel Show S	Longines-Wittnauer Choraliers (160) R	Little Symphonies	American Forum of the Air
10:45	Field and Stream S	"	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Thoughts In Passing S	Thinking Out Loud (11:15-25)	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (196) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R	Dinner Date S	No Network Service
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Beltone (alt. wks.) Gabriel Heatter	Miles Labs News of World (166)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op (7:45-7:55) Mutual Newsree	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (187)	Stars in the Night	AA of RR's Railroad Hour (181)
8:15	World Wide Flashes S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (145)
8:45	"	"	"	"
9:00	Paul Whiteman Teen Club S	Lever Brothers Lux Radio Theatre (181)	Crime Fighters	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	"	Co-op War Front—Home Front	Cities Service Band of America (111) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	America's Music S
10:15	Dream Harbor S	"	Co-op I Love A Mystery	"
10:30	Time for Defense S (see footnote)	R. Trout (10:30-35) Ford (112)	Dance Orchestra	Swayze Citizen Views the News
10:45	"	Dance Orchestra	"	Dangerous Assignment MM (10:35-11)
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (28)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (196) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	TBA	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Mayor of Times Square S	Mars Inc. 9 30 People Are Funny (176)	Jimmy Carroll Show	duPont Co. Cavalcade of America (166)
8:15	"	"	"	"
8:30	Escape With Me S	C-P-P Shampoo & Shave Cream Mr. & Mrs. North (188) R	(Co-op) Story of Doctor Kildare	Barrie Craig Confidential Investigator
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (186)	Official Detective	L&M Chesterfield Martin & Lewis (191)
9:15	"	"	"	"
9:30	"	Steve Allen Show	Mysterious Traveler	Pet Milk Truth or Consequences (166)
9:45	Chr. S. Publ. Co. Chr. S. Monitor Views News (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	R. Trout (10-10:05) Ford (112) R	A. F. of L. Frank Edwards (27)	Concerts at the Capitol
10:15	Dream Harbor S	Strawhat Concert	Co-op I Love A Mystery	"
10:30	Hotel Edison Orchestra S (See Footnote)	Dance Orchestra	Bands for Bonds	Swayze Citizen Views the News
10:45	"	"	"	Stan Kenton Concert (10:35-11)
11:00	Band	News	Co-op Baukhage Talking	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (28)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G-Ivory Lowell Thomas (196) R
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R
7:30	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)
7:45	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)
8:00	Postmark U.S.A. S	Hearthstone of the Death Squad
8:15	"	"
8:30	Valentino S	Chesebrough Dr. Christian (183) R
8:45	"	"
9:00	Co-op Mr. President	The Lineup
9:15	"	"
9:30	Co-op Crossfire	Steve Allen Show
9:45	"	"
10:00	Gulf Oil John Daly News (310)	R. Trout (10-10:05) Ford (112)
10:15	Dream Harbor S	Boxing Bouts
10:30	Latin Quarter Orchestra S (see footnote)	"
10:45	"	Dance Orchestra
11:00	Band	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Dot
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Hudson Coal D&H Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Music for Worship	Faultless Starch Time (59) Spl.
11:15	"	"	"	Morning Serenade S
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U Review S	U.N. Is My Beat S
11:45	"	"	"	Songs of the Wild
12:00 N	News S	The Asia Story	U. S. Military Academy Band	Viewpoint USA
12:15 PM	Brunch Time S	"	"	Chan's Fiesta
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Dawn Bible Frank & Ernes	"
1:00	Churches of Christ Herald of Truth (108)	Your Invitation To Music	Vandevanter & The News S	Sunday News Desk
1:15	"	"	Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club S	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	(Co-op) Tell Your Neighbor	"
9:30	"	"	Mac McGuire Show	P&G Young Dr.Malone (189)
9:45	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Toni-Fr. Sardine Godfrey (187) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Frigidaire-Owens-Corning Godfrey (188) R	Amana M-W-F & Pequot-Tu & Th Paula Stone (514)	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (180) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	When A Girl Marries S	Pillsbury Arthur Godfrey (191) R	"	"
11:00	Lone Journey S	National Biscuit Arthur Godfrey (193) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (178)
11:15	Top of the World S	Liggett & Myers Arthur Godfrey (200) R	"	"
11:30	Bristol-Myers (MWF) (290)	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu& Th Quaker	C-P-P Bob & Ray (168)
11:45	Toni Co. Break the Bank (TuTh) (257)	P&G Ivory Snow Rosemary (141)	M-F 11:45-12 P. Lorillard	Armour Dial Dave Garroway (183)
12:00 N	Prudential The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	ABC Late News S	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	The Kate Smith Show (MM)
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (173)	Headline News	"
12:45	Not in Service	Whitehall Our Gal Sunday (168)	Faith In Our Time	No Network Service
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (159)	Mutual Music Box	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Int'l Shoe Howdy-Doody (83)
9:15	"	No Service	"	L P & L (14)
9:30	"	"	"	Anybody Home
9:45	"	Garden Gate	"	"
10:00	"	St. Louis Melodies	Miscellaneous Program S	Archie Andrews S
10:15	"	Dr. Pepper Old Dom. Barn Dance (49)*	"	"
10:30	Ralston Space Patrol (284)	Brown Shoe Smilin Ed McConnell (143)	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(157)	Brevard Music Camp Programs	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (153)	U.S. Marine Band	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (187)	Quaker Man on the Farm	News At Noon
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (167)	5th Army Band	U.S. Marine Band
12:45	"	"	"	"
1:00	Navy Hour S	Toni Grand.Cen.Sta. (195)*	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (174)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Marines In Review S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	This Week Around the World S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	San Francisco Sketchbook S
5:15	"
5:30	Heartstrings S
5:45 PM	"

XUM

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	Not in Service	Metro. Life Ins. Allan Jackson (20)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service	Metro. Life Ins. Allan Jackson (20)	Repeat of Kid Strips	News Lionel Ricau S	Una Mae Carlisle S	News	Smiley Whitley Show	Bob Warren News	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Bible Messages S	Antonini Orchestra	"	H V Kaltenborn	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	CBS Radio Sports Roundup	Preston Sellers	NBC Summer Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G-Ivory Lowell Thomas (106) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSueur News	S. C. Johnson Peewee Reese (Repeat)	"	6:45
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G-Oxydol, Dreft, Lava Beulah (125) R	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	This I Believe Saturday at The Chase	Co-op Al Helfer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G-Tide Jack Smith (141) R	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	Dinner Date		No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	TBA	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	General Mills Lone Ranger (153)	Campbell Soup Club 15 (168)	Murine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	Gunsmoke	Down You Go (7:30-7:55)	TBA	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	(See footnote)	Am. Oil-Hamm. Ed. R. Murrow (100)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Music For A Half Hour	R J Reynolds Vaughn Monroe (179)	Mr. Broadway S	American Chicle Mr. Keen (176)	Jazz Nocturne	General Foods Roy Rogers (179)	Top Guy * PP	Musicland USA	Symphonic Strings	Amer Tobacco Co Hit Parade (191)	Dancing Party S	Wrigley Gene Autry (181) R	20 Questions	Jane Ace	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
Great Day Show	Kraft Gildersleeve (160)	Defense Attorney *PP	FBI Peace and War	(Co-op) The Hardy Family	General Foods Father Knows Best	Equitable Life This Is Your FBI (280) R	"	(Co-op) Gracie Fields Show	Pabst Bob & Ray (144)	"	GF-Post Cereal Tarzan (76) R	(Co-op) MGM Theatre of the Air	Stars In Khaki 'n' Blue S	8:30
"	"	"	"	"	"	"	"	"	Bob & Ray S	"	"	"	"	8:45
Salute to the Nation	DeSoto Plymouth Dealers, You Bet Your Life (191)	Lorillard Amateur Hour (285)	Mr. Chameleon	Pal Blade Rod & Gun Club	TBA	Newsstand Theatre S	The Big Time	Magazine Theatre	Coca-Cola Mario Lanza Show (198)	"	General Foods Grapenuts Ganghusters * (158) R	"	Pee Wee King S	9:00
"	"	"	* "	"	"	"	"	"	"	"	*	"	"	9:15
Family Theatre S	Hollywood Music Box	"	Steve Allen Show *	Co-op Reporter's Roundup	Gulf Refining Countersqy (123)	Summer Cruise S	Steve Allen Show	Hall of Fantasy	Music by Mantovani S	"	Broadway Is My Beat	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story S	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Promenade Concert	Gulf Oil John Daly News (310)	(10-10:05) Bob Trout (162) General Foods	A. F. of L. Frank Edwards (27)	Pabst Nightbeat (157)	Gulf Oil John Daly News (310)	(10-10:05) Bob Trout	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	Robert Q's Waxworks	Chicago Theatre of the Air S	Reuben, Reuben	10:00
Co-op I Love A Mystery	"	Heartstrings S	10:05-11 Dance Orchestra	Co-op I Love A Mystery	Nightbeat S	Eddie Fisher's Serenade	Capitol Cloakrm. "	Co-op I Love A Mystery	Words in the Night	"	"	"	"	10:15
Dance Orchestra	Swayze Citizen Views the News	Hotel Edison Orchestra S (See Footnote)	"	Dance Orchestra	Swayze Citizen Views the News	Band S (see footnote)	Air Force Orchestra	Dance Orchestra	Swayze Citizen Views the News	Miami Band Concert S	"	"	Locke Stove Co. Duke of Paducah & Opry Gang (28)	10:30
"	Portrait of a City 10:35-11:00	"	"	"	Robt. Armbruster & His Music 10:35-11	"	"	"	Bill Stern (10:35-10:45) TBA	"	"	"	"	10:45
Co-op Baukhage Talking	News from NBC	Band	News	Co-op Baukhage Talking	News from NBC	"	News	Co-op Baukhage Talking	News from NBC	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	The Playboys S	Dance Orchestra	Dance Orchestra	Earl Godwin	11:15 PM

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Your Invitation To Music	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (155)	Luncheon with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (153)	Dunn On Discs	Dude Ranch Jamboree
"	"	"	"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)	"	"	"	"
Longines-Wittnauer Symphonette (156)	Top Tunes with Trendler	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (138)	Say It With Music	Jane Pickens Show	Front & Center S	Hormel & Co. Music with H. Girls (121)	"	Coffee in Washington S
"	"	"	"	P&G Tide Perry Mason (160)	"	Meredith Willson's Music Room	"	"	"	"
String Serenade	"	Sunday Symphonic Adventure	Tennessee Ernie S	Toni, Seeman Nora Drake (170)	Repeat Paula Stone Program	Live Like A Millionaire 2:30-2:55	Frank & Jackson Show S	Chicagoans	Georgia Crackers	Big City Serenade
"	Dixie Four Quartet	"	"	P&G Ivory Fl. Brighter Day (143)	Music By Willard	H. Bishop (190) Inside News from Hollywood 2:55	"	"	"	"
Galaxy of Hits	Jimmy Carroll	Elmo Roper	"	Miles Labs Hilltop House (144) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	Pan-American Union S	Report From Over Seas	Bandstand U.S.A.	The Downhomers S
"	"	Intermezzo	"	Pillsbury House Party (167) R*	"	P&G Road of Life (163)	"	Adventure In Science	"	"
"	Bandstand U.S.A.	Mutual Ben. H&A On the Line w Considine (183)	"	Lever Bros. Houseparty (169) R	"	P&G Popper Young (166)	TBA	CBS Farm News	Sports Parade	U. S. Army Band
Main Street Music Hall S	"	TBA	"	Cedric Adams See Footnote	"	P&G Right to Happiness (183)	"	Radio Reporters Scratch Pad	"	"
Band of The Day	Under Arrest	The Falcon S	General Mills Cal Tinney (274)	General Foods Grady Cole (47)	Miscellaneous Programs	P&G Backstage Wife (152)	ABC Late News S	Horse Racing	Dunn's Adobe	TBA
"	"	"	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)	Looking Into Space S	Stan Dougherty	"	"
Pick the Winner Westinghouse (194)	Seabrook Farms Private Files of Matthew Bell	U. S. Tobacco Martin Kane (183)	Ronnie Kemper S	Treasury Bandstand	Tu&Th 5-5:30 Quaker Sgt. Preston of the Yukon	Sterling Drug Young Widder Brown (151)	International Jazz Club S	"	Mac McGuire	Musicana
"	"	"	Dean Cameron S	4:55-5 News	"	Manhtn. Soap Woman in My House (181)	"	TBA	"	"
Holland Furnace Arthur Godfrey Roundtable (151)	Wildroot The Shadow	American Baker Assoc. Hollywood Playhouse (183)	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Mon 5-5:30 TBA	Whitehall Just Plain Bill (143)	Roseland Ballroom Orch. S	Eddie Fisher Show	Dancing By The Sea	Mind Your Manners
"	"	"	"	"	Wed&Fri Orange Crush Green Hornet	Whitehall Front Page Farrell (138)	"	"	"	"
Admiral Robt. Trout *(192)	Williamson & Motorola (alt. wks.)	Whitehall 1212 S	Fun Factory S—See Footnote	"	MWF Kellogg Wild Bill Hickok Tu&Th TBA	Hazel Bishop Lorenzo Jones MWF (181)	"	Treasury Bandstand	"	The Author Speaks
"	True Detective Mysteries	"	"	Miles Labs Curt Massey Time (147) R	M-F 5:55-6 Johnson & Son Cecil Brown	Ex-Lax Inc. Doctor's Wife (170)	Club Aluminum Club Time (20)	"	Johnson & Son Peewee Reese Show	Your Key to Health

repeat performance. Time EDT.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (295).
5:50-5:55 p.m., M-F, World Flight Reporter.
5:55-6:00 p.m., M-F, Union Oil Co. of Calif., Royal Triton Baseball Roundup (223).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310).
* PP (Pyramid Plan) American Chicle participations on The Top Guy, W., 8:30-9 p.m.; Defense Attorney, Th., 8-8:30 p.m.

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (167).
* 10:25-30 a.m., Sat., Flako Prods, Galen Drake.
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187).
1:25-1:30 p.m., Sat., Toni Co., It Happens Every Day (186).
3:45-3:50 p.m., M-F, Kellogg Co., Carl Smith (142).
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (156).
5:55-6:00 p.m. Sun., Best Foods, Larry LeSueur (182).
9:25-9:30 p.m., Sat., General Foods, Sanka Satutes (153)R.
9:30-9:35 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (182).
11:30-11:35 a.m., Sun., Bill Shadel (8).
*3:15-30 p.m., M-Thur., Pillsbury Mills, House Party (167).
3:15-3:30 p.m., Fri., Green Giant, House Party (169).
3:50-4 p.m., Quaker Oats, Aunt Jemima, Home Folks.

ON A SUNDAY AFTERNOON

String Serenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:45 p.m.
Main Street, Music Hall, 3:45-4 p.m.
Band of the Day, 4-4:30 p.m.

MBS—2-4:30 p.m., Mon.-Sun., Game of the Day—Network B (Falstaff Brewing and Co-op). Gillette Warm-Up Time, 5 min. preceding games, Mon.-Sun. Camel Baseball Scoreboard, 5 min. following, Mon.-Sat. Wheaties Scoreboard, 5 min. following, Sun.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son, News
1:25-1:30 p.m., M-F, Carl Smith-Kellogg Co.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson & Son Inc.
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Sat., This Farming Bus.
8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 190 stations.
10:15-11 a.m. Hymn Time, Gen. Mills, (10).
* MM—"Minute Man" Programs.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
August 25, 1952

MILLER NAMED
Joins Saul Haas Sept. 1

APPOINTMENT of Lincoln W. Miller to the newly-created post of assistant to the president effective Sept. 1 was announced last week by Saul Haas, president of KDSH Boise, Ida., and KIRO Seattle.

Mr. Miller

Mr. Miller since June 1948 has been executive vice president - general manager of KXA Seattle.

A native of Portland, Ore., Mr. Miller's first radio job was with KOAC Corvallis in 1931. Later he served at KGNB Honolulu, KFAR Fairbanks, and KSFO San Francisco. In 1943, he joined the overseas branch in San Francisco of the Office of War Information, becoming director in 1946.

In 1947, he was associate chief of the International Broadcasting Div. of the State Dept. That same year he joined KXOA Sacramento and KXOB Stockton. The following year he moved to KXA.

CHUM Toronto has started work on a new auditorium to be finished by mid-September. It will be used for audience participation shows.

BRUCE COLLIER
Appointed WINX Manager

APPOINTMENT of Bruce Collier as general manager of WINX Rockville, Md., was announced last week by Richard Eaton, WINX president and head of United Broadcasting Co., which owns and operates WOOK Washington, WANT Richmond, WSID Baltimore and WARK Hagerstown, Md.

Before joining WINX Mr. Collier was commercial manager of WHHM Memphis. He previously had served as station relations director for LBS, personally signing more than 200 stations to join the now defunct network, and had been commercial manager of KLIF Dallas, key LBS outlet, and was account executive for Ted Taylor radio enterprises.

Yarbrough to DNC

APPOINTMENT of Tom Yarbrough, former AP correspondent, as assistant director of publicity for the Democratic National Committee was announced Thursday by Chairman Stephen A. Mitchell. Mr. Yarbrough has been serving as special assistant to Jack Gorrie, chairman of the National Security Resources Board, the past year. He was with the AP for 16 years and before going to NSRB was administrative assistant to Sen. Thomas C. Hennings Jr. (D-Mo.).

Be Sure! Reach 'Em All with KMA...KMTV This Fall

KMTV-OMAHA
The Leading TV Station In The Rich 136,000 TV-set Market

As KMTV enters its 4th year of telecasting, it offers national advertisers the best buy in the history of television in the rich Omaha area. More than ¾ of a million people with an effective buying income of over one-billion dollars (and 136,000 TV sets) live in the KMTV area.

KMTV leads in audience (Pulse Surveys)—KMTV leads in coverage area—KMTV leads in merchandising support. In addition, KMTV's 52-week rate protection plan provides for the guarantee of rates in effect up to 52 consecutive weeks from starting date of schedule. Advertisers can now make a more realistic year-round TV budget approach.

Before placing your fall order, contact Katz Agency or KMTV for rates and availabilities. *BE SURE*—cash in on KMTV's "extras" in the rich Omaha market.

2,779,531 Soil-Rich Midwesterners Live Within KMA's ½ MV Line

At last count, 2,779,531 predominantly rural midwesterners lived within the KMA ½ millivolt daytime contour area in Iowa, Nebraska, Missouri and Kansas. This is the greatest market since KMA went on the air on August 12, 1925.

These KMA-Landers make up America's top-spending farm market! In 1950 they spent $2,819,665,000 for goods and services . . . a figure surpassed only by a handful of metropolitan markets!

KMA's down-to-earth programming supplies both old and new generations of rural midwesterners with the news and entertainment they like best. 1952 will be one of the biggest agricultural years in history. *Reach* this tremendous purchasing power through KMA . . . Contact Avery-Knodel today.

KMTV CBS DUMONT ABC
OMAHA 2, NEBRASKA
CHANNEL 3
Represented by KATZ AGENCY

KMA 5000 WATTS 960KC
SHENANDOAH, IOWA
Represented by
AVERY-KNODEL, INC

MAY BROADCASTING COMPANY

front office

PHILIP D. PORTERFIELD, NBC account executive in radio spot sales and radio sales departments, to ABC as account executive on radio sales staff.

JACK V. COOK, commercial manager, WTIK Durham, N. C., to sales staff, WTAR-AM-FM-TV Norfolk, Va., as account executive.

CHARLES C. CRAIG, Sesac, N. Y., to sales staff, KFMB-TV San Diego.

JOE W. BENES, general manager, KCOY Santa Maria, Calif., to KDB Santa Barbara in similar capacity.

Mr. Benes

R. G. ULBRICH, manager of WDMJ Marquette, Mich., to WSAM Saginaw, Mich., as assistant to **MILTON L. GREENEBAUM,** president.

R. J. KIRCHER, account executive, KEEP Twin Falls, Ida., to KATY San Luis Obispo, Calif., as commercial manager.

DOUG FISHEL, KGER Long Beach, Calif., to KXO El Centro as account executive.

CARL SCHUELE, announcer KALI Pasadena, to KPOL Los Angeles sales department.

JOHN F. THORWALD elected vice president and appointed general manager of WLOF Orlando, Fla.

BOB SCOTT, account executive-producer, WSIX Nashville, Tenn., to KPOL Los Angeles in similar capacities.

GILL-KEEFE & PERNA Inc., N. Y., appointed national representative by WPEN Philadelphia.

THOMAS CINQUINA, *Chicago Tribune,* to Chicago sales staff of Forjoe & Co., station representatives.

CHARLES BELL JR., sales manager of WBRK Pittsfield, Mass., to WNHC-AM-TV New Haven, as account executive.

Personals . . .

EDGAR B. STERN, president, WDSU New Orleans, presented with certificate of appreciation from U. S. Army for station's presentation of Army film, *The Big Picture,* as well as "many other Army telecast features." . . . **RALPH N. WEIL,** executive vice president and general manager of WOV New York, appointed to advertising and selling course committee of Adv. Club of New York. . . . **WALTER BROWN Jr.,** account executive, KLAC-TV Hollywood, father of boy, Christopher Elton, Aug. 16.

ELIZABETH BECKJORDEN, publicity director of O. L. Taylor Co., N. Y., radio representatives, appointed chairman of Grey Ladies unit of American Red Cross at Roosevelt Hospital, N. Y.

EUGENE D. HILL, general manager of WORZ Orlando, Fla., to receive scrolls from local Community Players Inc. and Orlando Little Theatre for WORZ's work in promoting interest in theatre, built around NBC's *Best Plays* series. . . .

Radio, TV Exposition

RADIO and television exposition is to be held in Pittsburgh next month. The exposition will be sponsored by the Pittsburgh Wholesale Merchants Assn., a division of the city's Chamber of Commerce. Several association programs are to be presented over WDTV (TV) Pittsburgh.

REACHES 93,217 RADIO FAMILIES **WEOK** POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC.

XUM

AUGUST 25, 1952

TELECASTING

UNIVERSITY OF TULSA
LIBRARY

IN THE ISSUE

FCC Issues Four More TV Grants
Page 55

Additional Television Applications
Page 58

Latest Set Count By Markets
Page 64

in our 7th year

By day and by night . . . 9 is Number 1 among New York's independent TV stations!

9

Only two high-priced network stations top WOR-TV in audience throughout the world's largest television market . . . even during non-baseball periods.

And Channel 9's low-cost formula means mass sales at a profit for you. WOR-TV is now accepting orders for Fall start.

WOR-tv *channel* **9** *for New York*

serving over 3,000,000 TV homes in the world's richest market

In Houston... KPRC-TV SELLS!

BARBECUE SETS

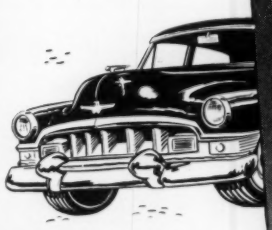
A "TV Special" advertised on KPRC-TV by Sears, Roebuck and Co., featuring a five-foot barbecue set consisting of a table and two benches at $19.88 sold 247 sets in nine hours, PLUS a good number of higher priced sets.

CLOTHING

106 OUT-OF-SEASON ladies' suits featured at $39.00 each by BOND STORES, INC., were sold as a result of one fifty-three second announcement on KPRC-TV. These suits were not advertised or displayed by any other means than television.

AUTOMOBILE AIR CONDITIONERS

Following a one time offer on KPRC-TV, Automobile Dealer EARL McMILLIAN received eighty-six (86) calls in person or by phone regarding Refrigaire Air Conditioning units for automobiles . . . a high cost luxury item. He sold all he had in stock, and will be filling orders for weeks to come.



If you want to SELL the South's Richest market You want your sales message on KPRC-TV

FIRST— in the South's First Market

JACK HARRIS, General Manager

Nationally Represented By
EDWARD PETRY & CO.

CHANNEL 2 HOUSTON

KPRC-TV

TELECASTING

AUGUST 25, 1952

FOUR MORE STATION GRANTS

FCC Expands TV Staff

By LARRY CHRISTOPHER

FOUR MORE new station grants—three commercial and one educational—were issued by FCC last week as the Commission continued plans to bolster its TV processing staff and reported it has requested its hearing examiners to clear up pending cases as soon as possible in order to begin TV hearings this fall.

The grants, bringing total new commercial authorizations to 33 and educational permits to 7 since lifting of the freeze [B•T, April 14], included:

Chattanooga, Tenn. — Chattanooga TV Inc., UHF Channel 49, effective radiated power 20 kw visual and 10 kw aural, antenna height above average terrain 460 ft. WMFS there owns 50% of grantee.

Chattanooga, Tenn.—Tom Potter, UHF Channel 43, ERP 275 kw visual and 140 kw aural, antenna 1,270 ft. Mr. Potter is an independent oil producer, new grantee also at Austin, Tex., and applicant at Baton Rouge, La., and Beaumont, Tex.

Austin, Tex.—Tom Potter, UHF Channel 24, ERP 280 kw visual and 145 kw aural, antenna 640 ft. See Chattanooga grant.

Houston, Tex.—U. of Houston and Houston Independent School District, reserved noncommercial educational VHF Channel *8, ERP 30.2 kw visual and 15.4 kw aural, antenna 310 ft.

Applications designated or slated for hearing now total 114 with the addition of the following new notifications:

El Paso, Tex. (Priority Group A-2, No. 15)—KEPO Inc. (KEPO), applicant for VHF Channel 13, is being advised that its bid "involves financial questions which indicates the necessity of a hearing."

Savannah, Ga. (Group A-2, No. 22) —WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV), both seeking VHF Channel 3, are being advised their applications are mutually exclusive and consolidated hearing is required. Savannah Broadcasting Co. (WTOC) and Martin & Minard, both seeking VHF Channel 11, are being notified of need for comparative hearing.

Knoxville, Tenn. (Group A-2, No. 21)—Mountcastle Broadcasting Co. (WROL) and WKGN Inc. (WKGN), both seeking VHF Channel 6, are being notified of need for comparative hearing. Scripps-Howard Radio Inc. (WNOX), Radio Station WBIR Inc. (WBIR) and Tennessee Television Inc., all seeking VHF Channel 10, are being notified of need for comparative hearing.

Peoria, Ill. (Group A-2, No. 24)—WIRL Television Co. (WIRL) and Peoria Broadcasting Co. (WMBD), both seeking VHF Channel 8, are being notified comparative hearing is required.

The 33 post-thaw commercial grants include 9 VHF and 24 UHF assignments, while the 7 noncommercial educational grants include 2 VHF and 5 UHF authorizations. Since initial action July 11, when FCC granted 18 permits [B•T, July 14], the Commission has been issuing an average of about five new station grants each week. Ratio of new grants to application processing, it was learned last week, is currently about one to five. Amended and new station applications filed since April 14 totaled 773 as of last Thursday.

Other TV Developments

Other new TV developments include:

● Designation of hearing examiners for initial comparative hearings to begin Oct. 1 in Washington, D. C., for competitive applicants at Waterbury, Conn; Portland, Ore.; Canton, Ohio, and Denver. Pre-hearing conference for Portland applicants is set Tuesday in Washington. Canton pre-trial conference was held last Tuesday.

● Support and opposition to proposed allocation changes at Temple, Tex., and Lexington, Ky., respectively, were filed with FCC last week [B•T, Aug. 4, July 28].

● Plan of WSAL Logansport, Ind., to switch Louisville, Ky., from Zone II to Zone I (to allow assignment of VHF Channel 10 at Logansport as well as Carbondale, Ill., but altering channel of WHAS-TV Louisville) met with opposition last week from WHAS-TV [B•T, Aug. 11].

● Polan Industries, UHF Channel 21 applicant at Youngstown, Ohio, asked FCC to reject bid of WFMJ-TV there for switch from its newly granted UHF Channel 73 to Channel 21 [B•T, July 14]. Polan Industries indicated it has prior right since it informed FCC that allocation of Channel 33 was in error there and suggested Channel 21. Firm contends WFMJ-TV proposal would unlawfully tie up two channels there.

● WEOL Elyria, Ohio, petitioned FCC to conditionally grant its bid for UHF Channel 31 and set for hearing competitive bid of Lorain Journal Co., Lorain, Ohio, on grounds FCC in past has found latter unqualified to be a broadcast licensee.

● FCC Chairman Paul A. Walker, addressing a national workshop at WOI-TV Ames, Iowa, on Monday, noted educational TV could help make the nation's nearly 10 million "functional illiterates" better consumers as well as better citizens, indicating their higher earning power would more than pay for all 242 educational stations possible.

FCC's two UHF grants at Chattanooga are the first for that city. FCC earlier had advised both Tom Potter and Chattanooga TV Inc. that hearings would be necessary respecting their applications because of financial questions, but the Commission last week reported those questions have been satisfactorily answered.

VHF Channel 3 at Chattanooga is being sought by both WAPO and WDOD there and VHF Chanel 12 is being sought by WDEF, Tri-State Telecasting Corp. and Southern Television Inc. Comparative hearings are slated for both channels.

Affirms TV Interest

In the case of Mr. Potter, aside from the question of financial qualifications, FCC had raised a question respecting his past broadcast operations. When Mr. Potter sold his interest in KBTV (TV) Dallas (now WFAA-TV) several years ago, he stated certain other business affairs demanded his full attention. He currently informed FCC that those business interests have been disposed of and asserted he is not re-entering TV in a speculative venture.

Mr. Potter advised the Commission his annual income includes an amount in the sum of $150,000 (after taxes) not committed to the discharge of any liabilities and said after certain gas lines are completed in the near future his clear income will be increased about $30,000 monthly. He has a long-term liability of $2 million, he advised FCC, but this is secured by oil well assets of stated value totaling nearly $4 million. All other liabilities are similarly secured by property or are short term.

The Texas oilman reported he has received a firm offer of nearly $600,000 for certain ranches which he would sell if required to meet TV expenses. In addition, he has been offered $1 million cash and an added $2 million in oil payments for certain oil wells and leases which he would dispose of if necessary.

Mr. Potter's grant at Austin is the third post-thaw authorization for that city. FCC earlier granted VHF Channel 7 to KTBC and UHF Channel 18 to Capital City Tele-

(Continued on page 59)

Addenda to City Priority List

FOLLOWING is a compilation of typographical corrections and inadvertent omissions in the complete tabulation of FCC's city priority list published a fortnight ago [B•T, Aug. 11]. Corrections to the Aug. 11 issue listing:

Group A-2

Page 74—No. 14, Chattanooga, Tenn. Channel sought by Chattanooga TV Inc. is Ch. 49, not 29. Grant was issued last week (see story, this page).

Page 76—No. 98, West Palm Beach, Fla. Add pending application of Palm Beach Bcstg. Corp. (WWPG Palm Beach) for VHF Ch. 12 [B•T, July 7].

Page 76—No. 140, Owensboro, Ky. Add pending application of Owensboro on the Air Inc. (WVJS) for UHF Ch. 14 (see page 58).

Page 78—No. 448, DeKalb, Ill. FCC, upon inquiry by B•T, has deleted DeKalb from priority list since only reserved channel is assigned there. All following cities in A-2 line move up one number as result.

Page 78—No. 377, San Luis Obispo, Calif. Add application of Valley Electric Co. (KVEC) for VHF Ch. 6, filed June 27 [B•T, July 7].

Group B-2

Page 82—No. 148, Binghamton, N. Y. Add Southern Tier Radio Service Inc. (WINR) for UHF Ch. 40 [B•T, July 7].

Group B-4

Page 84—No. 190, San Diego, Calif. Add pending application of Charles E. Salik (KCBQ) for VHF Ch. 10, filed with FCC July 17 but not previously reported (see page 58).

Group B-5

Page 88—No. 207, Minneapolis-St. Paul. Operating station on Ch. 4 should be WCCO-TV (formerly WTCN-TV) and pending applicant Minnesota Television Public Service Corp., seeking Ch. 11 at St. Paul, should be listed as new owner of WTCN-AM-FM [B•T, Aug. 4].

PARAMOUNT CASE Decision Seen in Late Fall

SOMETIME in November is the best bet for the initial decision on the combination Paramount case—which involves the merger of ABC and United Paramount Theatres Inc. among other issues.

FCC Hearing Examiner Leo Resnick closed the record of the seven-month-old hearing Aug. 20 and ordered proposed findings by Sept. 19 on all aspects of the case except the DuMont-Paramount Pictures control issue. On that, he ordered findings by Sept. 9, with, he warned, no extensions to be granted.

He intimated that if he was not ready to consider proposed findings on other parts of the case, and extensions were requested, he might agree to grant additional time.

The hearing, which began Jan. 15 and has occupied 90 days of testimony, was brought to a close last Wednesday when Mr. Resnick denied a request by FCC Counsel Frederick W. Ford for a two-month recess. Mr. Ford wanted that time to investigate Paramount Pictures' anti-trust record since Aug. 7, 1948.

1948 Cutoff

The 1948 cutoff date was ordered by the FCC when it ruled that evidence of anti-trust activities prior to that date should not be considered by the examiner [B•T, Aug. 4]. This was in response to requests to expedite the hearing asked by ABC, CBS, UPT and Paramount Pictures.

Mr. Resnick also ruled last week that Paramount Pictures need not submit additional information regarding anti-trust suits coming within the three-year period. Already in the record is a list of such suits, including brief descriptions.

Despite an appeal by DuMont counsel Morton R. Galene that the record be kept open until the FCC rules on a DuMont petition to extend the "benefits" of the three-year cutoff to the DuMont-Paramount aspects of the case [B•T, Aug. 18], Mr. Resnick ordered the record closed.

He ruled that if the Commission acceded to DuMont's request, the record could be opened for such correction.

DuMont also told the Commission its Aug. 1 order deleting evidence about anti-trust activities more than three years old violated the Administrative Procedures Act in that it interfered with the examiner's discretion. It asked that the Commission rescind the Aug. 1 order.

Opposition to part of the DuMont petition was filed last Wednesday by ABC and UPT. Both argued the examiner was correct in considering the three-year cutoff to apply to all parties to the case. They also declared the examiner was correct in excluding the question of credibility on testimony which had been deleted from the record.

Highlight of last week's half-day session was Mr. Resnick's ruling on Mr. Ford's request for permission to investigate and produce witnesses to testify about more recent anti-trust cases in which Paramount Pictures is a defendant. Mr. Resnick had asked the FCC whether its Aug. 1 order permitted such a move. The Commission told the examiner it was up to him to judge whether it was required to ensure a complete record, yet expedite the proceedings.

Mr. Resnick's ruling on this point last week was as follows:

It is my opinion that the Commission in emphasizing that the alleged anti-trust activities now embraced by the proceeding are comprehended within the original issues has indicated its view that eliminating evidence with respect to anti-trust activities occurring prior to Aug. 7, 1948, is not to be regarded as a change in the issues comparable to the situation in which a new issue has been added.

Certainly if the Commission in the middle of a hearing added some issue, permitting the parties time to prepare as well as to introduce evidence with respect to that issue would be more a matter of right than a matter of discretion, although the particular time permitted would be a matter calling for the exercise of the examiner's informed discretion.

As I read the Commission's memorandum opinion of Aug. 13, 1952, the Commission does not regard the present situation as one comparable to that which would arise if a new issue were added.

I believe the Commission has ruled on that question on which I requested clarification.

We are, therefore, in a position where one party wishes to amplify a showing with respect to particular matters, even though that party has already, with certain exceptions not material here, closed his case.

This interpretation of the Commission's position is fortified by the last sentence of the memorandum opinion of Aug. 13, 1952, which states that any participant should have reasonable opportunity to present evidence thus far not presented, but which is now believed to be of importance in the light of the memorandum opinion and order of Aug. 1, 1952.

In my opinion, the Commission is indicating here that the opportunity which it would provide is to present evidence. There is no indication that the Commission also contemplates investigation and search for evidence. This view is supported by the previous sentence in the opinion of Aug. 13, 1952, which emphasizes the inconsistency between investigation and a speedy determination of this proceeding.

These views are further confirmed by consideration of the Commission's objective, namely, a speedy determination of the case and of its action in eliminating from consideration evidence with respect to anti-trust activities occurring earlier than Aug. 7, 1948. The Commission did not eliminate from consideration evidence already on the record and requiring no further time except for proposed findings on the one hand, and at the same time contemplate investigations, continuances and lengthy hearings with respect to alleged anti-trust activities since Aug. 7, 1948, on the other hand. To attribute such a purpose to the Commission would be to nullify its memorandum opinion and order of Aug. 1, 1952.

To hold this record open for the time requested by counsel for the Broadcast Bureau would be to convert what purports to be a hearing into a continuous and perpetual investigation.

For these reasons the request for a two-months continuance is denied.

In addition to the merger of ABC with UPT and whether DuMont is controlled by Paramount Pictures by virtue of 29% stock interest, the case also involves the sale of WBKB (TV) Chicago to CBS, the license renewal of Paramount Pictures-owned KTLA (TV) Los Angeles, the transfer of control of WSMB New Orleans from Paramount Pictures to UPT, and other subsidiary factors.

GITTLESON NAMED
WJAR-TV Operations Mgr.

APPOINTMENT of Norman Gittleson as manager of television operations for WJAR-TV Providence, R. I. was announced Aug. 15 by the Outlet Co., owner and operator of the station.

Mr. Gittleson, who has been serving as sales and program manager of WJAR-TV, will report to George O. Griffith, vice president and treasurer of the licensee firm. He also will continue his present duties, overseeing all TV operations. Mr. Gittleson was sales promotion manager at WFMY-TV Greensboro, N. C. before joining WJAR-TV in April 1951.

UHF JUMP
To Follow Slow Start, Fay Tells Delegates

UHF telecasting will start off slowly but will expand swiftly into a major advertising and entertainment force, NARTB District 7 radio and TV delegates were told Tuesday as the district meeting series opened in Cleveland (see story page 26).

William Fay, WHAM-TV Rochester, heading a TV panel as representative of NARTB's TV Board of Directors, predicted UHF stations will have "tough sledding" for a couple of years but "UHF will come very fast when it gets started."

Mr. Fay predicted a UHF network will be operating soon after stations take the air in the upper portion of the band.

Panel members were James C. Hanrahan, WEWS (TV) Cleveland; Allen Haid, WSPD-TV Toledo; Thad Brown, Richard P. Doherty, Ed Bronson and Howard Bell, of the NARTB headquarters staff.

Mort Watters, WCPO-TV Cincinnati, suggested UHF stations in some markets might offer networks a one-year bonus arrangement while getting under way.

Public confusion over UHF and VHF interested panel members and delegates. L. A. Pixley, WLOK Lima, Ohio, voiced concern over technical material in advertising of TV receivers. Mr. Brown suggested all sets should have provision for installation of UHF converters or tuning devices. Mr. Hanrahan foresaw reduction in receiver prices as competition increases but Mr. Fay pointed out importance of the cost factor in building UHF and UHF-VHF combination sets.

Operation Costs

Station operating costs concerned both TV and potential TV broadcasters, with program, personnel and equipment problems discussed at length. Mr. Doherty advocated integration of personnel instead of specialization as a means of avoiding excessively large staffs as well as overtime. Mr. Hanrahan added that periodic rotation of personnel is effective.

On the programming side, Mr. Fay said remote costs can run high, citing a church pickup that cost $800. Mr. Hanrahan said WEWS uses two field cameras for studio programs. He said costly trucks are not necessary for remote programming and added that trailers can be used.

Complaints were widespread about quality of films but improvement is being made, it was agreed. Mr. Fay advised stations to buy film with great care and predicted quality will continue to become better. NARTB is preparing a film distribution manual, Mr. Brown said. He explained that a revised manual giving detailed construction cost figures soon will be released by NARTB.

A study by the association shows film rentals comprise an average of 8.5% of the cost of smaller station operation, Mr. Doherty explained. He reminded listeners that no current movie films employing union musicians are allowed to be released on TV by orders from James C. Petrillo, AFM president. He described jurisdictional problems when both engineering and stagehand unions have contracts with a TV station.

KNBH (TV) Hollywood *The Adventures of Patches* will appear as comic and color books and other novelty items through deal signed by Charles Shows, writer-producer, with Toy & Novelties Assn.

SWG STRIKE

Bogs as Support Melts

SCREEN WRITERS Guild's two-week-old strike against Alliance of Television Film Producers bogged down last week with refusals of support by the Hollywood AFL Film Council and Radio Writers Guild and with formation of a new television writers group.

More than a hundred "live" and film TV writers formed the unaffiliated Television Writers of America Wednesday and elected Charles Isaacs, chief writer on NBC-TV's *Jimmy Durante Show*, as temporary chairman.

The Film Council and RWG refused to support the strike, the former claiming SWG failed to comply with certain procedural details before calling its strike against ATFP and because SWG is not a member of the council. The Los Angeles Central Labor Council (AFL) reportedly also refused to support SWG on similar grounds.

Author's League of America continued support of the SWG strike with a carefully-worded letter putting pressure on advertising agencies servicing sponsors of ATFP films. The letter, signed by Rex Stout, ALA president, warned of the "possible effect that our action may have upon you and your client."

Members Sought

The newly-organized TvWA will seek membership among writers in both live and filmed video. Membership applications are being mailed this week and NLRB will be asked to hold an election to have TvWA declared bargaining agent. TvWA reported that an additional 100 writers had signified their intention to join.

RWG's refusal to support the strike constituted an open defiance against ALA, RWG's parent organization. RWG claimed its members had no choice in forming SWG demands or strategy and charged the ALA order directing members to strike was illegal because, RWG said, the ALA constitution expressly forbids strike action until two-thirds of the membership of any guild affected have voted on the strike action. The strike, RWG said, was announced by SWG-ALA before RWG members received strike ballots.

The TV film producers insisted anew last week that the walkout isn't going to halt their output.

Deane F. Johnson, attorney for Alliance, claimed that scripts already are being submitted by both SWG members and non-SWG members. Some TV producers, he declared, have enough shooting scripts on hand to take production through spring.

He reiterated that ATFP will not give ground on its refusal to grant the SWG demand of a minimum advance payment to the writer against a percentage of the gross, nor give what he said are other "unreasonable" concessions sought by the guild.

Screen Writers Guild, in a formal statement, branded as completely untrue the RWG charges, alleging the radio writers deliberately distorted the facts.

Screen Story Analysts Guild also joined the strike, instructing its membership last week "not to write for, nor submit any material" to any ATFP producer.

MOWREY NAMED

Is WJZ-TV Program Mgr.

APPOINTMENT of Paul Mowrey as program manager of WJZ-TV New York, effective Aug. 25, was announced Thursday by Trevor Adams, WJZ-TV manager.

Mr. Mowrey, a veteran of 13 years in the television industry, moves into his new post from ABC's program sales department.

He began his association with ABC (then the Blue Network) in 1944 as supervisor of television sales. In this position, Mr. Mowrey played an important part in putting into operation all of the network's owned-and-operated television stations in New York, Detroit, Chicago, Los Angeles and San Francisco. Subsequently, he supervised sales operations for network package programs and then joined ABC's television sales department.

Prior to joining ABC, Mr. Mowrey worked for CBS as manager of studio operations, network producer and program manager. He began his career in television in 1939.

BOSS APPOINTED

Heads RCA Victor TV Unit

W. E. BOSS has been appointed manager of the television market development section of the RCA Victor Home Instrument Dept., it was announced last week from Camden, N. J.

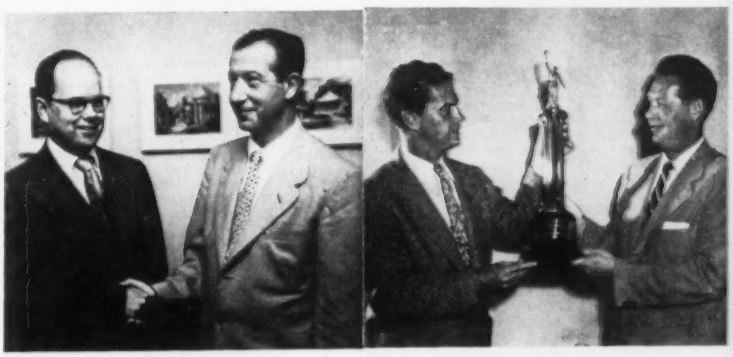
Mr. Boss, who succeeds D. D. Halpin, will supervise the opening and development of video markets, including those created by installation of RCA community Antennaplex system.

A resident of Haddonfield, N. J., Mr. Boss has been with RCA since 1947. Before assuming his present duties, he served for one year as assistant to J. B. Elliott, the firm's vice president in charge of consumer products.

Campaign Planned

WANDER Co., Chicago, for Ovaltine, plans to go into 31 TV markets Sept. 28 with sponsorship of half-hour western and adventure movies on Sunday mornings to attract a children's audience. Preference is being given to stations which already carry the Republic Pictures series of eight serials, each of which has six chapters. Schedule is set for a minimum of 30 weeks. Agency is Grant Adv., Chicago.

DISCUSSING weekly *Bachelor's Haven*, sponsored on KNXT (TV) Hollywood by Pearson Pharmacal Co. (Ennds), N. Y., are (l to r) Peter Finney, acct. exec., Harry B. Cohen Adv., N. Y.; Kay Aldridge, program panelist; Edward Aleshire, agency ex. v.p., and Paul Coates, panelist.



HERBERT O. PHILLIPS (r) has just been appointed exec. art dir. in the Scenic Div., CBS-TV Network Operations Dept. He will report to Carlton Winckler (l), CBS-TV production mgr. Mr. Phillips has been art director for major picture studios.

ADV. ASSN. of West's award for best one-minute or less TV film commercial of 1952 for a national advertiser is presented to Harry Wayne McMahan (l), pres., Five Star Productions Inc., Hollywood, by J. Neil Reagan, a McCann-Erickson v. p.

CHECKING Ralston food locker on company's famous space ship, Terra IV, are (l to r) George Shields, Ralston acct. exec., and Bill Fisher, radio-TV dir., both new v. p.'s at Gardner Adv., St. Louis. Ship is featured on ABC-AM-TV's *Space Patrol*.

REED HADLEY (l), who portrays Captain Braddock in *Racket Squad*, on trip from Hollywood to New York, discusses program with Alfred E. Lyon, board chairman, Philip Morris & Co., which sponsors the CBS-TV show.

ASSEMBLED by tie-in promotion are (l to r) Robert A. Lee, appliance center mgr., John J. Carroll Dept. Store, Newark, Ohio; Lee Corder, Admiral radio and TV distributor; Pat Ward, WTVN (TV) Columbus star; Warren F. Warner, prog. dir. and Russell C. Mock, merchandising mgr., WTVN.

television grants and applications

Digest of Those Filed With FCC Aug. 15 through Aug. 21

Grants Since April 14:

	VHF	UHF
Commercial	9	24
Educational	2	5
Total	11	29

* * *

On the Air	110 [1]

[1] Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

NEW	AMENDED	VHF	UHF	TOTAL
		(Commercial)		
450	312	456	305	762 [2]
		(Educational)		
11	...	4	7	11
		(Total)		
461	312	460	312	773 [2]

[2] One applicant did not specify channel.

NEW STATION GRANTS

CHATTANOOGA, Tenn. — Chattanooga TV Inc. (WMFS). Granted UHF Ch. 49 (680-685 mc); ERP 20 kw visual, 10 kw aural; antenna height above average terrain 460 ft., above ground 442 ft. Conditions. Estimated construction cost $205,320, first year operating cost $170,050, revenue $175,000. Post Office address 1024 James Bldg., Chattanooga, Tenn. Studio and transmitter location White Oak Rd., Chattanooga. Geographic coordinates 35° 05' 21.4" N. Lat., 85° 18' 10" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **J. Glen Stone** (16.7%), Vice President **J. E. Summers** (16.6%), Secretary **C. W. Hoffman** (16.7%), **WMFS Inc.** (50%). (WMFS Chattanooga owns 50% of stock of applicant). [See TV Applications, B•T, July 7.]

CHATTANOOGA, Tenn. — Tom Potter. Granted UHF Ch. 43 (644-650 mc); ERP 275 kw visual, 140 kw aural; antenna height above average terrain 1,270 ft., above ground 139 ft. Engineering condition. Estimated construction cost $313,500, first year operating cost $300,000, revenue $350,000. Post Office address 1032 Life of America Bldg., Dallas, Tex. Studio and transmitter location atop Lookout Mtn., near Incline Station. Geographic coordinates 35° 00' 20.1" N. Lat., 85° 20' 33.7" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner is **Tom Potter**, independent oil producer, grantee of new UHF TV station in Austin, Tex., and applicant for UHF TV stations in Baton Rouge La., and Beaumont, Tex. [See TV Applications, B•T, July 28.]

AUSTIN, Tex.—Tom Potter. Granted UHF Ch. 24 (530-536 mc); ERP 280 kw visual, 145 kw aural; antenna height above average terrain 640 ft., above ground 590 ft. Engineering condition. Estimated construction cost $372,807, first year operating cost $400,000, revenue $450,000. Post Office address 1032 Life of America Bldg., Dallas, Tex. Studio location to be determined. Transmitter location 3.7 mi. NW from State Capitol Bldg. Geographic coordinates 30° 18' 26" N. Lat., 97° 47' 24" W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Sole owner is **Tom Potter**, independent oil producer, grantee of new UHF TV station in Chattanooga, Tenn., and applicant for UHF TV stations in Baton Rouge, La., and Beaumont, Tex. [See TV Applications, B•T, July 28.]

HOUSTON, Tex. — U. of Houston (KUHF-FM) and Houston Independent School District (noncommercial educational). Granted VHF Ch. *8 (180-186 mc); ERP 30.2 kw visual, 15.4 kw aural; antenna height above average terrain 310 ft., above ground 304 ft. Engineering conditions. Estimated construction cost $600,000, first year operating cost $150,000. Post Office address c/o President W. W. Kemmerer, U. of Houston, 3801 Cullen Rd., Houston 4, Tex. Studio and transmitter location 3801 Cullen Rd. Geographic coordinates 29° 43' 13" N. Lat., 95° 20' 21" W. Long. Transmitter and antenna GE. Legal counsel Reagan Cartwright, Houston. Consulting engineer George P. Adair, Washington. **Col. W. B. Yates**, vice chairman of university board of regents, is chief owner of KRCT Baytown, Tex. [See TV Applications, B•T, July 14.]

HEARINGS

FCC on August 21 notified 12 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 55.

* * *

Hearing Examiner Elizabeth C. Smith notified 10 applicants for TV stations in Portland, Ore., that a joint pretrial conference will be held in Room 1230, New Post Office Bldg., Washington, D. C., at 10 a.m., Tuesday, Aug. 26. For full details, see story, page 55.

APPLICATIONS

(Listed by States)

† Indicates pre-thaw application refiled (amended).

LITTLE ROCK, Ark.—Great Plains Television Properties, UHF Ch. 23 (524-530 mc); ERP 17.4 kw visual, 10 kw aural; antenna height above average terrain 513 ft., above ground 454 ft. Estimated construction cost $247,610, first year operating cost $125,000, revenue $125,000. Post Office address: c/o United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill., or c/o Great Plains Television Properties Inc., 4 West 58th St., New York 19, N. Y. Studio location to be determined. Transmitter location at intersection of Cedar Hill Road and Oak St. extended. Geographic coordinates: 34° 45' 39" N. Lat., 92° 18' 55" W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel**, president and 25% stockholder of Transcontinental Properties Inc., president and 19% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres; and, Treasurer **Alfred G. Burger**, executive vice president, secretary and 25% stockholder of Transcontinental Properties Inc., executive vice president and 16% stockholder of Telenews Productions Inc. and part owner of various newsreel theatres. All stock of applicant is owned by **Transcontinental Properties Inc.** Applicant also seeks new TV stations in Springfield, Ill. [TV Applications, B•T, Aug. 4], Duluth, Minn. [TV Applications, B•T, 18], and plans to file for two more TV stations.

LITTLE ROCK, Ark. — Little Rock Telecasters, UHF Ch. 17 (488-494 mc); ERP 21.3 kw visual, 12.1 kw aural; antenna height above average terrain 487 ft., above ground 352 ft. Estimated construction cost $211,500, first year operating cost $190,000, revenue $200,000. Post Office address: P. O. Box 420, Wichita Falls, Kan. Studio and transmitter location: SE corner of Lee and McKinley Streets, Little Rock. Geographic coordinates 34° 45' 19.9" N. Lat., 92° 20' 41.7" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include general partners **Donald W. Reynolds** (50%), president of Southwestern Publishing Co., which is licensee of KFSA Fort Smith, Ark., and president of KHBG Okmulgee, Okla.; **E. H. Rowley** (45%), president and 20% stockholder of KWFT Wichita Falls, Tex., and **Kenyon Brown** (5%), 20% stockholder of Rowley-Brown Bcstg. Co., which is licensee of KWFT.

† SACRAMENTO, Calif. — Sacramento Bcstrs. Inc. (KXOA) (modification of application), UHF Ch. 40 (626-632), ERP 106 kw visual, 53 kw aural; antenna height above average terrain 167 ft., above ground 205 ft. Estimated construction cost $215,000, first year operating cost $480,000, revenue $500,000. Post Office address P. O. Box 94, Sacramento 15, Calif. Studio location to be determined. Transmitter location on North Sacramento Freeway. Geographic coordinates 38° 35' 57" N. Lat., 121° 26' 54" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. [For earlier application see TV Applications, B•T, July 7. The modified application was originally filed July 21 and was unintentionally omitted from B•T, July 28.]

† SAN DIEGO, Calif. — Charles E. Salik (KCBQ), VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 279.3 kw aural; antenna height above average terrain 600 ft., above ground 574 ft. Estimated construction cost $496,934, first year operating cost $490,000, revenue $530,000. Post Office address c/o Radio Station KCBQ, P. O. Box 1629, Hotel Manor, San Diego 12, Calif. Studio location: Manor Hotel, 2223 El Cajon Blvd. Transmitter location west side of Seminole Drive near 62nd St. (site of KCBQ [AM]). Geographic coordinates 32° 45' 34" N. Lat., 117° 03' 45" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer Robert M. Silliman, Washington. Sole owner is **Charles E. Salik.** (Note: Original application for TV was filed Aug. 8, 1948 [B•T, Aug. 16, 1948]; amended application was filed July 17, 1952, and was unintentionally omitted from TV Applications, B•T, July 21.)

SAN JOSE, Calif.—San Jose Television Bcstg. Co., VHF Ch. 11 (198-204 mc); ERP 195 kw visual, 97.5 kw aural; antenna height above average terrain 2,654 ft., above ground 187 ft. Estimated construction cost $640,804, first year operating cost $741,189, revenue $807,214. Post Office address P. O. Box 995, San Jose, Calif. Studio location Ste. Claire Hotel. Transmitter location top of Loma Prieta Mountain, 15 mi. south of San Jose. Geographic coordinates 37° 06' 40" N. Lat., 121° 50' 33" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Orla St. Clair, San Francisco, Calif. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President **Patrick H. Peabody** (18%), president and majority stockholder of KSJO San Jose; Vice President and General Manager **Charles F. Mallory** (4%), vice president, general manager and 2% stockholder of KSJO and executive general manager of KHUB Watsonville, Calif.; Vice President **Joseph P. Perrucci** (5%), 25% owner of Mayfair Packing Co.; Secretary **David C. Kirby** (4%), San Jose attorney; Treasurer **Joseph C. Haughteling** (10%), ⅔ owner of *Gilroy* (Calif.) *Dispatch* and **H. Leslie Hoffman**, president and 28% stockholder of Hoffman Radio Corp., Los Angeles.

STOCKTON, Calif.—John Poole Bcstg. Co. (modification of application), UHF Ch. 36 (602-608 mc); ERP 254.5 kw visual, 133.5 kw aural; antenna height above average terrain 515 ft., above ground 542 ft. Estimated construction cost $365,000, first year operating cost $180,000, revenue $200,000. Post Office address: c/o John Poole Bcstg. Co., Top Floor, Security Bldg., Long Beach 2, Calif. Studio location to be determined. Transmitter location 0.9 mi. west of Stockton. Geographic coordinates 37° 56' 53" N. Lat., 121° 20' 05" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is **John H. Poole.** [For earlier application, see TV Applications, B•T, July 14.]

GRAND JUNCTION, Col. — Western Slope Bcstg. Co. (KFXJ), VHF Ch. 5 (76-82 mc); ERP 1.43 kw visual, 0.715 kw aural; antenna height above average terrain minus 100 ft., above ground 258 ft. Estimated construction cost $126,270, first year operating cost $72,000, revenue $108,000. Post Office address P. O. Box 30, Grand Junction, Col. Studio location and transmitter location Hillcrest Manor (just west of Grand Junction city limits) at site of KFXJ (AM). Geographic coordinates 39° 05' 09" N. Lat., 108° 33' 56" W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Rex G. Howell** (73.91%), Vice President **Laura Howell** (21.74%), Secretary-Treasurer **Ruth G. Howell** (2.72%) and **Marlene Jane Howell** (1.63%). Mr. Howell is sole owner of KGLN Glenwood Springs, Col.

JACKSONVILLE, Fla. — Florida-Georgia Television Co., VHF Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 750 ft., above ground 788 ft. Estimated construction cost $645,537, first year operating cost $456,475, revenue $485,000. Post Office address 1746 East Adams St., Jacksonville, Fla. Studio and transmitter location 1746 East Adams St. (on Commodore Pt.). Geographic coordinates 30° 19' 15" N. Lat., 81° 38' 03" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Bernard Koteen, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **George H. Hodges** (30%), president and 25% stockholder of Duval Engineering & Contracting Co. (general contractors), Jacksonville, Fla.; Vice President **Mitchell Wolfson** (5%), president of WTVJ (TV) Miami and Wolfson-Meyer Theatre Enterprises Inc. (motion picture exhibition); Vice President **Harold S. Cohn** (20%), owner of WRHC Jacksonville, Fla.; Secretary-Treasurer **Alexander Brest** (30%), secretary-treasurer and 25% stockholder of Duval Engineering & Contracting Co., and **Sidney Meyer** (5%), vice president of WTVJ (TV) and Wolfson-Meyer Theatre Enterprises. **Wolfson-Meyer Theatre Enterprises** also owns 10% of applicant.

IDAHO FALLS, Idaho—Idaho Falls Television Inc. (KIFI), VHF Ch. 8 (180-186 mc); ERP 23.5 kw visual, 11.75 kw aural; antenna height above average terrain 244 ft., above ground 349 ft. Estimated construction cost $100,962, first year operating cost $95,000, revenue $120,000. Post Office address 339 Broadway, Idaho Falls. Studio and transmitter location 1.5 mi. NE of Idaho Falls on Yellowstone Highway. Geographic coordinates 43° 30' 48" N. Lat., 112° 00' 44" W. Long. Transmitter composite, antenna RCA. Legal counsel John Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady,** Vice President **James Robb Brady** and Secretary-Treasurer **Edwin F. McDonald** (16%). **The J. Robb Brady Trust Co.** owns 83% of applicant; **J. Robb Brady** votes all the stock of the trust company.

† OWENSBORO, Ky.—Owensboro on the Air Inc. (WVJS), UHF Ch. 14 (470-476 mc); ERP 176 kw visual, 93.5 kw aural; antenna height above average terrain 383 ft., above ground 405 ft. Estimated construction cost $265,220, first year operating cost $242,000, revenue $315,000. Post Office address 324 Allen St., Owensboro, Ky. Studio and transmitter location on U. S. 60, about 1 mi. west of Owensboro (same site as WVJS [AM]). Geographic coordinates 37° 46' 32" N. Lat., 87° 09' 31" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **V. J. Steele** (69 2/5%), Vice President **Malcolm Greep** (11%), Secretary-Treasurer **M. A. Rhodes** (19%) and **Pauline H. Steele** (3/5%). (Note: Application was originally filed Feb. 11 [B•T, Feb. 18] and amended April 28. The amended application was unintentionally omitted from B•T, May 5.)

BILOXI, Miss. — WLOX Bcstg. Co., (WLOX), VHF Ch. 13 (210-216 mc); ERP 11.9 kw visual, 5.96 kw aural;

(Continued on page 68)

XUM

Four More Station Grants

(Continued from page 55)

vision Co. [B•T, July 14]. All commercial channels are now assigned there. Reserved Channel 30 continues unsought.

In making its seventh noncommercial educational grant, FCC noted the joint applicants at Houston already have funds earmarked to build and operate the new station. The U. of Houston has its half-portion now available in accumulated endowment income and the Houston Independent School District has a surplus of unallocated funds in excess of $9 million from which its share has been authorized.

Estimated construction cost of the VHF Channel 8 educational station is $600,000 with annual operating cost estimated at $150,000. The U. of Houston also is operator of KUHF (FM) there.

Other Bids

Besides KEPO's uncontested VHF Channel 13 application at El Paso, there is pending Franklin Broadcasting Co.'s bid for UHF Channel 20. FCC earlier granted VHF Channel 4 to KROD [B•T, Aug. 4] and VHF Channel 9 to KTSM [B•T, Aug. 18].

There are no applications pending at Savannah except those four notified for hearing. VHF Channels 3 and 11 are the only commercial facilities available there. No bid is pending for reserved VHF Channel 9.

Although the five Knoxville applicants were notified for hearing (two for Channel 6 and three for Channel 10), there is an unopposed bid pending for UHF Channel 26, newly filed by W. R. Tuley, also applicant at Evansville, Ind.

At Peoria, only the two conflicting VHF Channel 8 applicants were notified for hearing. No action was taken respecting the conflicting bids of WWXL and WPEO for UHF Channel 19 or Trans-American Television Corp. and WEEK for UHF Channel 43.

With its overall budget cut to $6.4 million, but with an added appropriation of $350,000 specifically designated by Congress for TV processing, FCC continues to transfer personnel from other departments to TV work. Attorneys, accountants, engineers and clerks are being detailed from other duties to TV. Even certain field monitoring engineers, hit by budget cuts for those functions, have been called to Washington for TV duty. One secondary monitoring station, at Bay St. Louis near New Orleans, has been closed.

The expansion of the TV processing staff is under the supervision of the Broadcast Bureau and its chief, Curtis B. Plummer. As of Sept. 1, the staff of the Television Facilities Division of the bureau will be constituted substantially of the following:

TELEVISION FACILITIES DIVISION OF BROADCAST BUREAU

Cyril M. Braum, Chief. Helen D. Donovan, secretary. (No changes.)

Applications Branch — Joseph N. Nelson, chief (no change). Attorneys: Earl R. Stanley (has been in TV), H. Gifford Irion (transfer from AM) and Arthur S. Feld, William Jensen, David I. Kraushaar and Albert P. Opdyke (all new to FCC). Engineers: Daniel Jacobson, Louis Light and Jerome Padberg (from hearing division); Harold G. Kelley and McIvor L. Parker (have been in TV); George K. Ashenden, Earl G. Coston, Paul B. Duncan, Clayton W. Hanson, John P. McCullin, Frank Toth and Robert H. Deller (transfer from field). Accountants: Joseph J. Bereznay, William H. Hunter Jr. and George W. Johnson (have been in TV); Nelson C. Carlisle, Douglas S. George, Joseph Giammatteo, John Griffin and Richard F. Stuart (transfer from common carrier); Glenn F. Murphy and Paul O. Reehling (transfer from Office of Chief Accountant). Muriel Jones, statistical clerk (from Office of Chief Accountant).

Technical Branch—Hart S. Cowperthwait, chief. Engineer: Julian T. Dixon. (No change.)

Stenographers and clerks: Corinne C. Candido, Gloria D. Overby, Kathleen D. Hoffmann and Mary D. Carnahan.

Initial processing, official paper work and record keeping for TV, as well as other broadcast services, is handled by the the License Division of the Bureau of the Secretary, also expanding its TV staff. Chief of the License Division is William P. Massing. More directly concerned with supervision of TV details is Clara M. Iehl, chief of the Broadcast License Branch, and Marguerite Van Dyke, chief of the Television Branch.

Miss Van Dyke has been assisted for some time by Robert Loehne and Jeanne Barrows. A newcomer is Betty Byers, transferred from the stenographic pool. Other personnel newly detailed for the purpose of processing applications includes Marguerite Hubbard (assistant to Miss Iehl); Joseph Baldassano and Wynelle Leonardo (transfer from FM); and Ethel Wyant and Ida Igou (transfer from Office of Chief Accountant).

All of these people are concerned with processing of TV applications at one stage or another and do not include other Commission personnel who deal with other aspects of TV allocations, hearings or writing of opinions and orders. For example, newly proposed changes in the rules or protests of the Sixth Report and Order are being handled by Paul Dobin, chief of the Broadcast Bureau's Rules and Standards Division, and his staff.

On its hearing examiner roster, the Commission has added two newcomers: William G. Butts, formerly chief of the Tariffs and Rate Classification Branch of the Common Carrier Telephone Division, and Herbert Sharfman, former attorney with the FCC's Office of Opinions and Review [B•T, Aug. 18]. Four additional names have been submitted by FCC to the Civil Service Commission for certification as examiners. These are Mr. Irion; Benito Gaguine, legal assistant to Comr. Rosel H. Hyde; Thomas H. Donahue, Broadcast Bureau Hearing Division, and Annie Perry Neal Huntting, Common Carrier Bureau Telegraph Division [CLOSED CIRCUIT, Aug. 18].

With appointment of Messrs. Butts and Sharfman, FCC's hearing examiners now total nine. Mr. Butts has been assigned a common carrier case and Mr. Sharfman has been assigned the comparative hearing for UHF Channel 53 at Waterbury, Conn., sole channel assigned there. Competing applicants are WBRY and WATR there.

The other seven examiners include: Fanney N. Litvin, assigned hearings of Canton, Ohio, TV applicants; Elizabeth C. Smith, assigned hearings of Portland, Ore., TV applicants; James D. Cunningham, assigned hearings of Denver TV applicants; Leo Resnick, who just closed the record of the controversial Paramount hearing (see story page 56) and is not expected to be available for TV work for some time; J. D. Bond; Hugh B. Hutchison, and Basil P. Cooper.

Hearings Set Oct. 1

All of the hearings so far designated are to commence Oct. 1 in Washington [B•T, Aug. 11]. To help expedite processing, FCC plans to hold hearings in the field only when absolutely necessary, it was pointed out.

Examiner Litvin held a pre-hearing conference last Tuesday with Canton UHF Channel 29 applicants WCMW and WHBC. Among things discussed were desirability or need for simplification, clarification, amplification or limitation of the issues; possibility of stipulating with respect to certain facts; procedure to be followed at the hearing; possibility of limiting the number of witnesses; necessity or desirability of requesting briefs on questions of law at any time prior to the filing of proposed findings.

The examiner stressed that every opportunity will be provided for the introduction of all pertinent evidence, but indicated merely "cumulative" testimony is not desired.

Similar details will be considered this Tuesday by Examiner Smith and the Portland, Ore., applicants. These include: KGW, KOIN and KXL, all seeking VHF Channel 6; KEX and Portland Television Inc., both seeking VHF Channel 8; Oregon Television Inc. and Columbia Empire Telecasters Inc. (KPOJ owns 40%), both seeking VHF Channel 12; KGON and KVAN (Vancouver, Wash.), both seeking UHF Channel 21.

The Denver applicants set for hearing before Examiner Cunningham include: KMYR and Metropolitan Television Co. (applicant to buy KOA there), both seeking VHF Channel 4; KLZ and Denver Television Corp., both seeking VHF Channel 7. FCC in its initial post-thaw action granted Channel 2 to KFEL (now on air under interim operation), Channel 9 to KVOD and Channel 26 to Empire Coil Co. [B•T, July 14].

Bell Broadcasting Co., licensee of KTEM Temple, Tex., filed petition in support of FCC's proposal to allocate Channel 6 there to correct what KTEM earlier charged was an inequitable distribution of channels between Temple and San Angelo [B•T, Aug. 4].

Bluegrass Broadcasting Co., Channel 33 applicant at Lexington, Ky., opposed FCC's plan to substitute Channel 64 to 33 there to correct deficiencies in the allocation table with respect to minimum spacing [B•T, July 28].

Bluegrass asserted its alternative plan "would correct not only the deficiencies" in the allocation table with respect to Lexington, "but at the same time would rectify the further deficiency with respect to the assignment of Channel 37 to Winchester, Ky., and the assignment of Channel 22 to Somerset, Ky. Moreover, the alternate proposal would not require the use of an additional channel as is involved in the Commission's proposal."

The Bluegrass plan, conceived by Howard T. Head of A. D. Ring & Co., Washington consulting engineering firm, is as follows:

City	Present Assignments	Proposed Assignments
Kentucky		
Lexington	33+	37+
Winchester	37+	60
Richmond	60	33+
Somerset	22—	27
Tennessee		
Harriman	67	22+

WHAS-TV Louisville, in contesting the WSAL Logansport plan to switch Louisville from Zone II to Zone I, asserted "no information is given regarding the effect the reduction of mileage separation [from 190 miles to 170 miles] and antenna height [from 2,000 ft. to 1,000 ft.] would have on the coverage area of WHAS-TV; no information is given regarding the Kentucky geographical area and the difficult technical problem WHAS-TV already faces in its effort to serve the surrounding area."

Pointing out the less-densely

(Continued on page 69)

Award Sighted

A RADIO station will get an award this week—on television. Defense Mobilization Director John Steelman is slated to present WCBS New York a special citation, for contributions to the Defense Mobilization program via its weekly *Defense Is Your Business* show, in a ceremony to be telecast by WCBS-TV from 4:45-5 p.m. today (Monday). WCBS will follow with the sound portions from 6:15-6:30 p.m. Adrian Murphy, president of CBS Radio, is slated to accept the award on behalf of station.

Walker to Canada

FCC CHAIRMAN Paul A. Walker has accepted an invitation of the Canadian government to attend the official inauguration of TV in that country on Sept. 6 at CBC-TV Montreal. The government-owned Canadian Broadcasting Corp. also is constructing a second station at Toronto.

LABOR EYES TV As 'Neutral' Influence Medium

AMERICAN labor unions, with a weather eye cocked at the video wave of the future, apparently have decided television offers new opportunities they cannot afford to overlook any longer in getting their messages across to membership and public.

Last week Phillip Pearl, AFL publicity director, said in Washington his organization is considering addition of a $0.5 million-a-year weekly network TV show to its present five-a-week, $750,000 Frank Edwards MBS radio news show, for the national AFL's first venture into TV.

And on the CIO side, the Political Action Committee's publicity director, Henry Zon, indicated that the jointly-sponsored CIO-PAC semi-documentary series of 13 weekly films, currently showing in nine TV markets and shown already in Washington and Pittsburgh, is receiving a response sufficient to justify consideration of a series of six more PAC-sponsored weekly films on political issues, to be shown before the November elections.

The current CIO-PAC series, representing the national organizations' first entry into TV, is titled *Issues of the Day* and was fathered last spring by Mr. Zon and Henry C. Fleisher, CIO publicity director, with first showing at Washington last May 17.

Officers Instructed

AFL's Mr. Pearl said the Federation's executive council, which met the week before in Atlantic City, has instructed officers to look into the matter of TV more thoroughly with a view to presenting TV plans at AFL's national convention Sept. 15.

He termed it "very likely" the AFL convention will authorize a network TV show "in a limited way."

"We have had several proposals for a television show," Mr. Pearl said, adding that AFL must first look at a number of financial considerations before closing any deal. He said the proposed production would be a live, quarter-hour show "in the line of a news review."

Attentions of both the national labor organizations to TV had followed live "one-shot" and regular video programming, some as far back as three years ago, by local unions and councils, the AFL on the West Coast and CIO in Detroit and New York.

The 13 quarter-hour CIO-PAC films, all but one featuring a dramatic sketch pointing up a current public issue followed by an interview with a well-known government or other authority on that subject, were made for the labor groups by Henry J. Kaufman & Assoc. Adv., Washington, for $3,000 apiece.

The films are rented by CIO to local union councils for a nominal fee of $20 each, with unions paying for time on TV stations in their respective cities. Stations where the series currently is showing weekly, with approximate time costs for the series, are WHIO-TV Dayton ($4,000), WFBM-TV Indianapolis ($4,000), WBKB (TV) Chicago ($8,500), WCPO-TV Cincinnati ($4,000), WTVN (TV) Columbus ($4,000), WTCN-TV Minneapolis ($5,000), WSAZ-TV Huntington, W. Va. ($3,500) and WOC-TV Davenport and WOI-TV Ames, Iowa (both together $5,000). The series has been completed on WMAL-TV Washington ($3,250) and WDTV (TV) Pittsburgh ($5,200).

Response 'Good'

Mr. Zon, who termed response to the CIO-PAC "Issues" series "quite good," said plans for the PAC-backed political series of quarter-hour shows were "pretty definite."

CIO's Mr. Fleisher told the *Wall Street Journal* his organization prefers TV as a medium because it is "more neutral," saying, "Television lets the average man make up his own mind—undisturbed by editorials taking a different view."

As his assistant, Al Zack, chief promoter for the series, put it: "The space we purchase in newspapers can be surrounded by editorials and articles opposing our viewpoint."

Subjects of the CIO-PAC *Issues* series are the Taft-Hartley Law, depressions, unions in politics, the farmer and the worker, health, prices, wages, unemployment, social security, civil rights, housing, outlook for the future and functions of the CIO.

They are aimed at the general public instead of specifically at union audiences, although Mr. Zack said local councils purchased the best time available to enable union members to watch the series on their sets either on Sunday afternoons or nights or before 11 p.m. on week nights, so the workers with early morning shifts would have a chance to see them.

The interview segments of the series feature Willard Shelton, free lance Washington correspondent, talking with such persons as Mrs. Eleanor Roosevelt (depressions), Sen. Hubert Humphrey (D-Minn.) (unions in politics), Agriculture Secretary Charles F. Brannan (farmer and the worker), Labor Secretary Maurice Tobin, and Federal Security Administrator Oscar Ewing (social security).

Previous union TV efforts had been limited to individual unions or councils. Los Angeles' 15,000-member Local 770 of the AFL Retail Clerks Union has carried a regular TV show on current topics for three years.

San Francisco's AFL Machinists Union carries weekly messages on such subjects as civil defense, wages, prices, and blood donor appeals. The Machinists' show, titled, *With Fear*, is carried on TV stations in Los Angeles, San Francisco and San Diego, and has been running since last January.

Originated live on KTTV (TV) Los Angeles, the Machinists' TV show claims an audience of almost a half million adults weekly, according to Leonard Shane, a Los Angeles advertising man. The shows deal extensively in public service programming.

In Detroit the CIO Auto Workers Union started its program about the same time as the AFL Machinists, and features discussions of current issues.

Previously other unions had put on special TV shows. In early 1950 Mike Quill of the CIO Transport Workers Union staged a few panel shows publicizing the TWU's campaign for a 40-hour week on New York City bus lines. Another special show was put on last year and a third last June, in a $10,000, one-hour documentation of the TWU's successful 10-year fight for a 40-hour week.

According to observers, the TV shows staged by unions on both the national and local levels are free of rabble-rousing and anti-management material, and are designed to avoid alienating any social group.

Responsible Officials

Officials charged with adapting labor's message to the video medium in both the CIO and AFL feel they are responsible for producing the highest type and most attractive programming for the smallest amount of money.

"We just aren't able to compete with the shows produced by the large national advertisers who may spend $25,000 for each show," said Mr. Zon. "Ours is the problem of how best to use it (television) effectively with the relatively small amount of money at our disposal."

Referring to his joint planning with Mr. Fleisher of the CIO-PAC *Issues* series last spring, he said: "We had to try to develop an entirely new format or pattern—like nothing we had seen before on television."

"While we did not want our productions to be pure entertainment, we still had to introduce enough entertainment to attract an audience for our message," he said.

CLOSER integration of network-station operations and wider exchange of TV programs among its owned-and-operated outlets commanded attention of top-level DuMont Television Network executives at a New York conference. L to r: Harold C. Lund, general manager, WDTV (TV) Pittsburgh; Chris Witting, DTN director and general manager; Walter Compton, general manager, WTTG (TV) Washington, and Richard E. Jones, general manager, WABD (TV) New York and manager of DuMont's O&O department. General managers of O&O stations reported on programs which had proved successful in their cities.

RACING EVENT

TV Sponsorship Available

AN international horseracing event, planned Oct. 18 at the Laurel (Md.) Race Course, now is available for television network sponsorship, it was announced last week.

Television arrangements are being handled through Emanuel Levine Adv. agency, Washington, D. C.

The $50,000 racing class, known as "The Washington, D. C., International Race," will feature top thoroughbreds of the U. S., England, Ireland, Canada, France and Germany. For attendance by invitation only, the race will be conducted European-style over 1½ miles of turf, with the horses making a walking start.

The Aga Khan, whose horses have won many English classic races this year, reportedly has entered his purebred, Nashua.

Three former U. S. ambassadors have cooperated with Laurel authorities to stage the event, it was reported. They are George A. Garrett, former ambassador to Ireland; Breckinridge Long, ex-envoy to Rome, and James Bruce, former ambassador to Argentina. Invited guests will include dignitaries from government, sports and diplomatic circles.

PRESENTATION of "TV Radiologic Award" was made to KNBH (TV) Hollywood by Universal Television Radio Features Syndicate, L. A., after its coverage of Florence Chadwick's channel swim was named best special events program of 1952.

XUM

NASSER RULING

Halts Try to Shelve Film

EFFORTS to restrain James and George Nasser from releasing their movie, "A Kiss for Corliss," to TV have been halted by a permanent injunction issued in mid-August against James L. Saphier Agency Inc., Beverly Hills program packagers and talent agents.

The Saphier agency, claiming all rights to the Corliss Archer character through agreement with author F. Hugh Herbert, filed a $225,000 damage suit in Santa Monica Superior Court in early August and received a temporary restraining order on the film's release for TV showing.

Federal Judge Leon R. Yankwich, however, in Los Angeles on Aug. 15 in issuing a permanent injunction ruled the matter be eliminated from hearings in the California state courts and sustained the position that the U. S. District Court of Bankruptcy has exclusive jurisdiction. He ruled further that the matter be referred to and be heard by referee-in-bankruptcy Benno M. Brink, who originally had ruled the film available for release to TV [B•T, March 10].

The Nasser brothers, involved in bankruptcy proceedings, have been in lengthy court battle with United Artists over release of that film and three other feature movies to video.

New legal complications arose Aug. 5, when the decision of Mr. Brink was overruled by U. S. District Court Judge Harry C. Westover who in a memorandum indicated the films were not to be shown on TV. He gave United Artists' attorneys until Sept. 2 to file findings of fact and conclusions of law which would stop the showings [B•T, Aug. 11].

HOFFMAN SETS

Ad Campaign Announced

HOFFMAN Radio & Television Corp., Los Angeles, held its first formal showing of television receivers in New York last week and announced plans for a 13-week advertising campaign in the Metropolitan New York area that may run as high as $50,000.

H. James Tait, eastern regional manager of the company, revealed that Hoffman will sponsor a daily 15-minute segment of WPIX (TV) New York's *Night Owl Theater* and a daily 15-minute disc jockey show over WNEW New York. Mr. Tait said that the use of additional spot commercials on radio and TV is being considered but no definite arrangements had been completed.

Mr. Tait stated that Hoffman receivers have enjoyed strong sales on the West Coast and remarked that additional distribution is currently being planned for the Philadelphia, Baltimore and Washington, D. C., areas.

In the Swim—3,160

FINAL tabulation on the number of bathing suits sent to Margaret Arlen, WCBS-TV New York personality, for Long Beach, L. I.'s annual Orphans Outing Day was 3,160. The contributions resulted from 10 announcements on Miss Arlen's program, WCBS-TV reported.

Admiral Model

ADMIRAL Corp., Chicago, has introduced what it claims is the lowest-priced 21-inch TV table model thus far. At a showing before 400 dealers and distributors in Chicago, the company unveiled its 121DX11 for $199.95, which includes federal excise tax, a one-year warranty on the picture tube and a 90-day parts warranty.

CONSOLIDATED

To Up TV Sales Force

PLANS for expansion of the sales staff and stepping up of promotional activities of Consolidated Television Sales were outlined Thursday by Peter M. Robeck, general manager. The program follows the acquisition by Consolidated of complete sales and distribution of films produced for television by Jerry Fairbanks Inc. [B•T., Aug. 4].

Mr. Robeck reported the Consolidated sales staff now numbers 13, with additions to be made as needed. Sales crews now are operating out of New York, Atlanta, Dallas, Cincinnati, Chicago, Los Angeles and Philadelphia. Administrative headquarters will remain in Los Angeles.

Consolidated gets 25% to 40% commission on Fairbanks and other productions, but the commission figure is becoming standardized at 25%, according to Mr. Robeck.

Mr. Robeck believes network television is pricing itself out of the market and that the industry's future lies in top-notch films at local and regional levels. He said Consolidated has begun selling *The All American Game of the Week*, a half-hour film of a leading collegiate football game produced by Sportsvision Inc. He said first buyer is KECA-TV Los Angeles. National starting date will be Sept. 22. Consolidated will be sole distributor for Fairbanks' *Front Page Detective*, *Crusader Rabbit*, *Public Prosecutor*, *Ringside With the Rasslers* and other filmed shows.

ALLEN B. DuMont Labs. has started construction of new shipping center adjacent to company's cathode-ray tube plant and main offices in Clifton, N. J. New building will be used as receiving center, warehouse and shipping site for finished products of all company divisions.

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV *Atlanta*
owned by Broadcasting, Inc.

WAAM *Baltimore*
owned by WAAM, Inc.

WBEN-TV *Buffalo*
owned by Buffalo Evening News

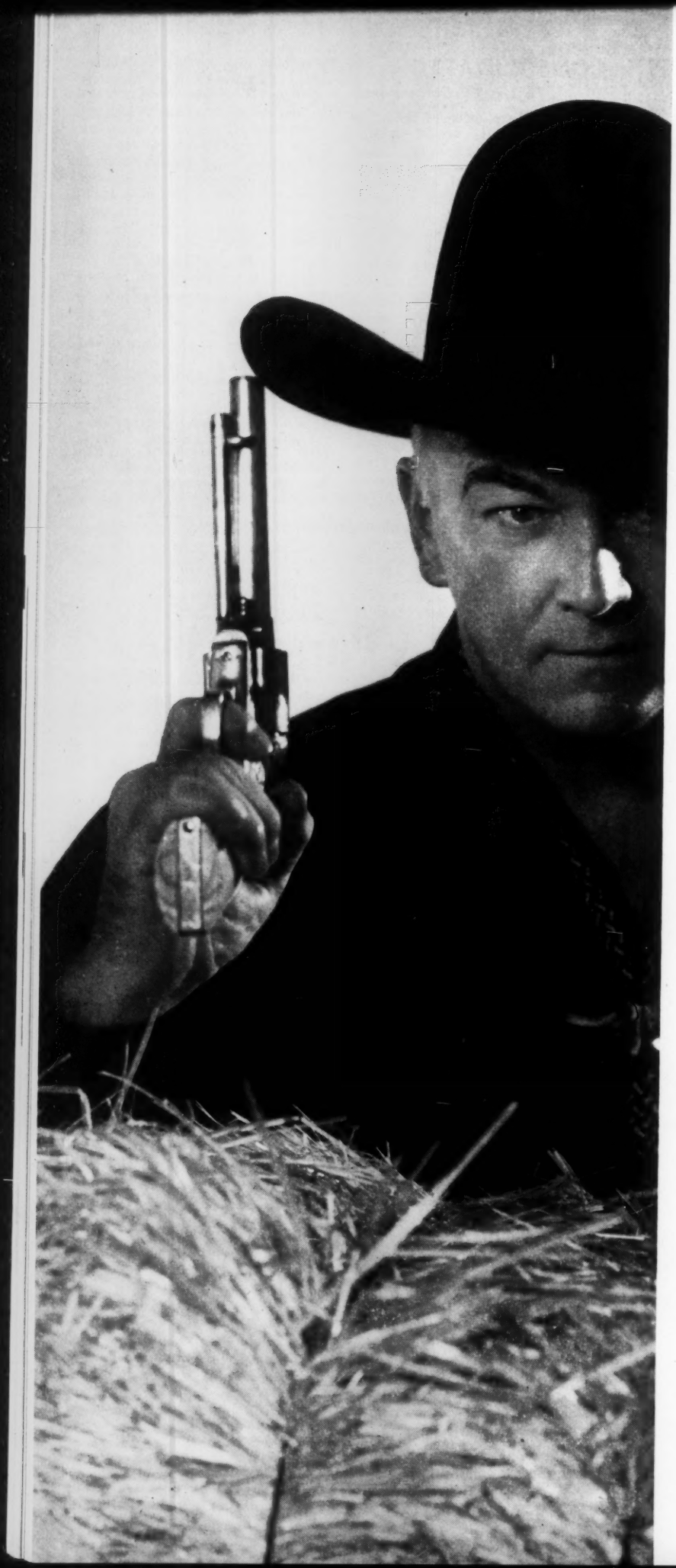
WFMY-TV *Greensboro*
owned by Greensboro News and Record

WDAF-TV *Kansas City*
owned by The Kansas City Star

WHAS-TV *Louisville*
owned by the Courier-Journal & the Louisville Times

WTMJ-TV *Milwaukee*
owned by the Milwaukee Journal

WTTG *Washington*
owned by Allen B. DuMont Labs., Inc.



52 new Hopalong

for local

Over ten million people watched each weekly Hopalong Cassidy adventure last year. Now Hoppy is making 52 brand-new half-hour television films exclusively for NBC-TV. The first will be available for showing in October.

Whichever way you look at it, that's big news . . . for sponsors and the public alike.

And these films will be available on a *local market* basis — at local cost. This means you, as sponsor, can put them in the exact markets you want, at a time you know your *selected* audience will be available to you. Think of it — 52 *new* rip-roarin' Hopalong Cassidy adventures to offer to a ready-

NBC

g Cassidy programs...

al sponsorship

made audience avid for more and more Hoppy!

Probably you already know about Hoppy's giant drawing-power. Just to remind you though — during the sixteen months he was sponsored by General Foods, his average Nielson national rating was 32.6. His farewell appearance for that sponsor clocked 36.2 — 4,563,000 homes. Audience breakdown? 6½ million children, 4 million men and 3½ million women. Total 14 million. For city-by-city ratings see below.

When you sponsor Hopalong Cassidy, you sponsor an American legend. Hoppy has already sold millions of dollars' worth of goods of every kind. His new series can do the same for you! Get in touch with NBC-TV Film Sales *today*.

CITY-BY-CITY RATINGS OF APRIL 1952*

Source; ARB April City Report		
Boston	19.7	(Sat. 1:30-2:30 PM)
Philadelphia	20.5	(Sun. 1:30-2:30 PM)
Baltimore	21.8	(Sat. 6:00-7:00 PM)
Washington	23.8	(Sun. 1:00-2:00 PM)
New York	11.5	(Sat. 4:30-5:30 PM)
Detroit	24.3	(Sun. 4:30-6:30 PM)
San Francisco	24.4	(Th. 6:30-7:30 PM)
Cleveland	26.6	(Sat. 4:00-5:00 PM)
Source: Videodex		
Buffalo	28.5	(Sat. 3:00-4:00 PM)
Columbus	19.0	(Sun. 4:00-5:00 PM)
Atlanta	33.9	(Sat. 6:00-7:00 PM)
Source: Pulse		
New Orleans	47.8	(Sun. 1:00-2:00 PM)

*As reported by stations

you can still buy

Hopalong Cassidy—

if you hurry—

in these markets:

Albuquerque
Ames
***Atlanta**
Binghamton
Birmingham
Bloomington
***Charlotte**
***Chicago**
***Cincinnati**
Davenport
Fort Worth
Greensboro
***Houston**
Huntingdon
Indianapolis
***Jacksonville**
Kalamazoo
Lancaster
Lansing
***Los Angeles**
Memphis
***Miami**
***Minneapolis**
Nashville
Omaha
Phoenix
Richmond
San Diego
Utica
Wilmington

**Available on alternate-week basis in these, and some other markets.*

C film division *30 Rockefeller Center, New York 20, N. Y.*

Station
KRLD TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
182,073
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

Psychology Unit Studies Set Owners' Movie Taste

(Report 230)

OF 250 people interviewed in a single evening as they left nine different Los Angeles theatres, 79% of those who are TV set owners would rather watch the same movie on a motion picture screen. 72% of the 63% queried, neverthe'ess, who are non-TV set owners, disclosed that they plan to purchase receivers within the next 12 months.

This was revealed in a survey by Applied Psychology Assoc., that city, consulting firm of psychologists, who attempted to correlate TV and motion picture viewing attitudes.

Of the non-TV set owners, 83% would rather watch the movie in a theatre. This preference on the part of both groups is related to the degree of self-identification with story characters and situations on the part of the viewers, according to APA findings.

The survey found that the contributing factors narrow down to the following: (1) The theatre screen is larger than life-size, thus adding to the illusion of participation; (2) There is greater continuity in a theatre presentation, with no interruptions for commercials and announcements; (3) The comparative quiet darkness of a movie house offers fewer distracting stimuli than the average TV viewing room.

Breakdown of movie attendance figures shows:

	set owners	non owners
More than once weekly	1%	2%
Once weekly	23%	34%
Once bi-monthly	26%	36%
Once monthly	24%	21%
Once every two months	16%	4%
Less than once every two months	10%	3%

Similarity in both groups' taste in types of films is noted by APA. Contrary to the accepted belief that westerns are among the most popular movies, musicals are most preferred by TV set owners and romances by non-set owners, as disclosed by the following figures.

	set owners	non owners
Musical	34%	30%
Romance	32%	33%
Adventure-Action	29%	27%
Comedy	27%	28%
Mystery	19%	24%
Western	12%	21%
Other	7%	5%

(Total per cent exceeds 100, as many viewers gave more than one type of movie for first choice.)

* * *

Godfrey Tops 'First 15' In July 'Hooperade'

FOUR PROGRAMS placed in the "First 15" in five of the six cities covered in C. E. Hooper Inc.'s July 1-28 "Hooperade of TV Stars," released last week. The four: *Godfrey's Scouts*, *Godfrey's Friends*, the Pabst boxing matches of July 2, and *My Little Margie*, all on CBS-TV.

A total of 51 different shows placed in the "First 15" in one or more of the six cities (New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit).

* * *

TV Major Factor In Theatre Closings

TV's growth appears to be "a major factor" in the closing of motion picture houses throughout the country, according to the National Assn. of Real Estate Boards.

The NAREB revealed this opinion in commenting on the impact of theatre closings on surrounding real estate.

* * *

'Godfrey's Friends' Leads Trendex List

TRENDEX Inc., has announced its national television ratings for the top 10 sponsored TV programs for Aug. 1-7 as follows:

Rank	Program	Homes %
1.	Godfrey's Friends (Jerry Colonna, substituting) (CBS)	34.3
2.	Racket Squad (CBS)	27.5
3.	Talent Scouts (Joe E. Brown, substituting) (CBS)	25.2
4.	The Hunter (CBS)	24.7
5.	Strike it Rich (CBS)	24.7
6.	Fight of the Week (CBS)	23.2
7.	Gangbusters (NBC)	21.4
8.	What's My Line (CBS)	20.9
9.	Big Town (CBS)	19.9
10.	Suspense (CBS)	18.9

Weekly Television Summary—

August 25, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	96,433
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	402,829
Binghamton	WNBF-TV	85,000
Birmingham	WAFM-TV, WBRC-TV	114,000
Bloomington	WTTV	160,000
Boston	WBZ-TV, WNAC-TV	920,928
Buffalo	WBEN-TV	279,204
Charlotte	WBTV	237,519
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,172,844
Cincinnati	WCPO-TV, WKRC-TV, WLWT	361,000
Cleveland	WEWS, WNBK, WXEL	637,684
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	182,073
Davenport	WOC-TV	123,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	243,000
Denver	KFEL-TV	4,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	165,100
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	182,073
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	121,599
Houston	KPRC-TV	169,675
Huntington-Charleston	WSAZ-TV	98,137
Indianapolis	WFBM-TV	251,000
Jacksonville	WMBR-TV	62,000
Johnstown	WJAC-TV	164,501
Kalamazoo	WKZO-TV	223,992
Kansas City	WDAF-TV	218,045
Lancaster	WGAL-TV	159,067
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,324,088
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	23,000
Memphis	WMCT	140,536
Miami	WTVJ	126,300
Milwaukee	WTMJ-TV	346,085
Minn.-St. Paul	KSTP-TV, WTCN-TV	326,700
Nashville	WSM-TV	75,658
New Haven	WNHC-TV	298,000
New Orleans	WDSU-TV	108,676
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	125,800
Oklahoma City	WKY-TV	139,673
Omaha	KMTV, WOW-TV	136,329
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,062,249
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	465,000
Providence	WJAR-TV	224,000
Richmond	WTVR	136,822
Rochester	WHAM-TV	151,000
Rock Island	WHBF-TV	123,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	81,754
San Antonio	KEYL, WOAI-TV	89,619
San Diego	KFMB-TV	145,000
San Francisco	KGO-TV, KPIX, KRON-TV	433,000
Schenectady-Albany-Troy	WRGB	219,400
Seattle	KING-TV	163,700
St. Louis	KSD-TV	413,000
Syracuse	WHEN, WSYR-TV	185,550
Toledo	WSPD-TV	191,000
Tulsa	KOTV	129,150
Utica-Rome	WKTV	73,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	382,932
Wilmington	WDEL-TV	113,414

Total Stations on Air 110* Total Markets on Air 65* Estimated Sets in Use: 18,195,294

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Kenny CLICKS!

He *sells* as he sings as he plays as he jumps—and his all-age audience loves all 30 minutes of his new KENNY ROBERTS SHOW

Pulse'll prove this: Singin', strummin', leapin' Kenny Roberts is just as popular with his WHIO-TV audience as he is with the national audience that watched him perform with Arthur Godfrey, Al Morgan and other headliners. He's explosive! He's likable. And he's a darn good salesman. Here's *how* good:

WHIO-TV staged a big Polio Benefit Show early this spring. Kenny *stopped* it with his unusual act—viewers jammed the telephones with "contributions for Kenny." The city of Dayton wanted to put over a $12,000,000 school bond issue last fall. Kenny talked it up for 7 weeks on a special show* aimed at children—the issue passed by a 2-to-1 majority—and the bond committee gave Kenny a large share of the credit. No room for other examples.

Sometime during his new 4:30 to 5:00 p.m. program, originating from WHIO-TV studios, Kenny will have time to turn his selling talents to _____ *(fill in your product name here)*. George P. Hollingbery, national representatives for WHIO-TV, has complete information on the participating spots now available.

**Kenny's school bond show was aired over two stations at the same time. WHIO-TV pulled twice as many viewers as the other station.*

CBS • ABC • DUMONT

whio-tv -AM -FM

DAYTON, OHIO

UTP'S BLINK
Answers Slap at TV Films

MILT BLINK, executive vice president of United Television Programs Inc., took exception last week to statements by John Crosby, syndicated radio-TV columnist, in which Mr. Crosby deplored the trend toward filmed programs as "terrible."

"If I understand Mr. Crosby correctly," Mr. Blink declared, "he maintains that *I Love Lucy* is the only show now on film that is not distinguished by what the calls the 'numbing mediocrity' of Hollywood. If such filmed programs as *Fireside Theatre*, *Dragnet*, *Big Town*, and *Racket Squad* are mediocre, the national rating companies have been polling TV viewers on another planet."

Mr. Blink cited results of rating services' polls to bolster his contention that "quality programs will still draw big audiences and that viewers don't care whether the shows are canned in Hollywood or are served a la carte in New York."

'Kukla' Returns

ONE of TV's top-rated programs—*Kukla, Fran & Ollie*—returned to NBC-TV yesterday (Sunday) 4-4:30 p.m. EDT, under the semi-sponsorship of NBC's affiliated company, RCA Victor. RCA Victor will underwrite the program alternate weeks. Other sponsors have not yet been announced. Account is being handled by J. Walter Thompson Co., Chicago. Program will originate from NBC's Central Div. headquarters through WNBQ (TV) Chicago.

Crosby Postpones TV

BING CROSBY is not expected to appear on television this fall. His new contract with General Electric calls for his services in both radio and TV, but permits him to do as he wishes. Mr. Crosby reportedly feels that 39 half-hour radio shows plus two Paramount Pictures feature films will fill this season and therefore is postponing video activity until the next.

AMONG those attending a showing in the Detroit Athletic Club of the electrically-controlled model of CBS-TV's Television City in Hollywood were (l to r) J. L. Van Volkenburg, president, CBS-TV; A. H. Crowley, assistant sales manager, and J. E. Bayne, general sales manager, Lincoln-Mercury Div., Ford Motor Co.; Charles R. Sterritt, CBS-TV Detroit manager; Merle S. Jones, vice president, CBS-TV, and Rowland Wishers, of General Motors Customer Research Dept. Man in background is unidentified.

GTS INC. TELLS
Film Production Plans

FIRST film production plans of General Telecasting System Inc., Hollywood, a subsidiary of General Teleradio Inc., were announced last week. It was reported this might be the beginning of a new concept in nationwide television program distribution under the banner of General Tire & Rubber Co., parent firm to General Teleradio [B•T, June 30].

John Sutherland, in charge of production for GTS, was in New York last week, presumably to make final arrangements with Theodore C. Streibert, GTS president, on film production, now scheduled to begin the last of September. Mr. Sutherland had two completed scripts with him for a series to be called *Danger Inc.*, half-hour melodramatic program.

Blake Edwards, writer on ABC radio's *Richard Diamond*, wrote the original scripts, each a complete story. J. Donald Wilson, producer of ABC-TV's *Mystery Theatre*, will produce first 13 films.

Studio space for production of the film series will be leased after Sept. 1, when casting arrangements also will be made.

Although GTS has been established as a separate division of General Tire & Rubber, it nevertheless would be considered the TV adjunct of MBS; General Tire holds about 58% of the stock of Mutual since its purchase of WOR-AM-FM-TV New York [B•T, Jan. 21].

When actual programming gets under way, GTS will have, as a nucleus of stations, besides WOR-TV, its WNAC-TV Boston and KHJ-TV Los Angeles.

NEW FILM SERIES
Available To Sponsors

HENRY J. KAUFMAN & Assoc., Washington ad agency, last week unveiled the pilot film of a new series, *Bringing Up Parents*. The 12-minute, 16mm film was made by the Kaufman agency in cooperation with the Assn. for Childhood Education, International. Series is available for sponsorship.

Bringing Up Parents was described as a "how to do it" show, giving helpful hints and sage advice to parents on the care and feeding of their children. The film was directed by Robert Maurer, of the Kaufman agency. Featured players are Jean Alexander, radio, TV and screen actress, and John Batchelder, Washington radio-TV personality.

BERKING SHIFTS
Joins Headley-Reed TV

MILO JONES BERKING joined the sales staff of Headley-Reed TV, television station representatives, Aug. 18, it was announced last week. For the past four years, Mr. Berking has served in the radio and media departments of Sullivan, Stauffer, Colwell & Bayles.

With SSCB, he aided development of radio and video spot presentations made to advertisers by the agency. During World War II, he was commissioned a second lieutenant in the Marine Corps and served as an infantry officer from 1944-1946. Mr. Berking was recalled to active duty as a first lieutenant for the Korean War, serving with the First Battalion of the Eighth Marines until early this summer.

'Fatima' Promotion

WARNER BROS. has begun to promote the motion picture, "Miracle of Our Lady of Fatima," opening at the Astor and Bijou Theatres in New York, on several television stations in the New York area, principally WNBT (TV) New York. The station announced last week that Warner Bros. has allocated WNBT aproximately 75% of total airtime planned for the campaign, which started Aug. 18.

NEW kinescope adjustment program which provides a full-year warranty from the date of installation for all RCA replacement TV picture tubes has been announced by L. S. Thees, general sales manager of the Tube Dept., RCA Victor.

A $400 Investment Brings

$22,000 IN SALES

In June, Own-A-Home Trailer Co., began schedule of participating announcements on "Take a Break"—informal program staged, each weekday, on WOC-TV's spacious lawn.

First announcement sold the $5,500 trailer demonstrated on program. After 3 announcements, 2 trailers SOLD. After 8 announcements, 4 trailers SOLD. *$22,000 in business from a $400 advertising investment.*

Interested in low-cost telecasting *that sells?*

Then you'll be interested in "Take a Break," "Spotlight Review" and other WOC-TV participation programs. Announcements accepted on these programs at card rates plus $10 participation charge . . . *a real buy.* Get the facts from your nearest F & P office—or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

RCA HAILS TV

On Its Political Force

IN FULL-PAGE advertisements placed in some 22 newspapers across the country RCA last week declared that "television has brought their [viewers'] government back to the people" and that "there are many more great television 'firsts' just over the horizon."

"It's bound to happen that some day—and soon—we will be able to sit in on sessions of Congress and perhaps even the deliberations of our Supreme Court," the advertisements asserted. "And it's a certainty that we will see television across the ocean and give every television set owner a passport to the world.

"You will be able, at no cost to yourself, to go any place to which the press or the general public is admitted.

"Of course, television isn't going to be all political conventions and elections and world-shaking events. . . . Television will continue to be Toscanini and Milton Berle and Kulka, Fran & Ollie and the World Series and more and better programs of every type. It's going to be drama, religion, and science and all the different things that appeal to all the different kinds of people that make up America. . . ."

The advertisements were keyed to the theme that in this year's political campaigns the candidates will go to "18 million whistle stops" across the country by TV.

. . . This time, the whistle stops will not be just little stations on railroads. They will be the 18 million television sets now in the nation's homes.

For the first time, the candidates will be able to show themselves to 60 million people, each in his own living room.

Television has brought their government back to the people. . . .

Sarnoff Asserts Faith

The ads quoted Brig. Gen. David Sarnoff, now RCA board chairman, as asserting his faith in the development of TV as long ago as 1923, and said that "ever since that time, RCA has used all its resources and all its ingenuity to make that prediction come true." It was pointed out that RCA spent more than 20 years in TV research and engineering development "before we ever made a dollar's profit from it."

For the future, the ads predicted that "in a few short years there will be 2,000 television stations serving every part of the nation; and television, together with radio, will be a reality in practically every American home."

The advertisements were placed in four newspapers in New York, two in Los Angeles, two in Philadelphia, four in Washington, D. C., one in Camden, N. J., two in Chicago, two in Denver, three in San Francisco and two in Portland, Ore.

CANADIAN TV

Advertisers Plan Slowly

THERE will be no S.R.O. sign out for sponsors when Canadian television makes it debut at Montreal on Sept. 6 and at Toronto on Sept. 8. A check of advertising agencies in Toronto shows that not too many advertisers plan to use Canadian TV for the first four months of its existence at any rate.

There is a "wait and see" attitude prevalent to find out what the government's Canadian Broadcasting Corp. is going to offer to compete with programs of U. S. border stations. And CBC commercial department officials are mum on what commercials are going on the air or how many.

As far as can be learned from agencies and the CBC, few spot announcements have been definitely signed as yet, though a large number of advertisers have applied for time.

In addition to commercial programs definitely signed [B•T, July 28], at least three more international advertisers will start in September on CBLT Toronto. Ford Motor Co. of Canada, Windsor, has signed for once-a-month 90 minute live drama show, through MacLaren Adv. Co., Toronto. S. C. Johnson & Son, Brantford, will bring in *Robert Montgomery Presents* by relay from Buffalo every other week, starting Sept. 21, 9-10 p.m. Agency is Needham, Louis & Brorby, Toronto. Goodyear Tire & Rubber of Canada Ltd., New Toronto, will pickup *Goodyear TV Playhouse* every other week starting Sept. 14, 9-10 p.m. through Young & Rubicam, Toronto.

Three one minute spot announcements weekly have been signed for Imperial Tobacco Ltd., Montreal (Sweet Cap cigarettes) on CBLT, through Cockfield Brown & Co., Toronto.

NEW TV CONSOLE

Announced by RCA Victor

VERSATILE two-section television control console which provides centralized audio and video control and monitoring facilities is now available to TV stations, RCA Victor announced last week in Camden, N. J.

The new switching console, RCA Type TC-4A, ties together transmitter operation and primary program sources, the announcement stated. Monitors and camera control units may be added as required for film, network, cameras or other studio functions, it was explained.

ATAS Appoints Agency

JOHN I. EDWARDS & Assoc., Hollywood, will handle the TV sales rights to the Academy of TV Arts & Sciences' 1953 awards dinner. Reflecting ATAS' desire to go national, the agency is preparing presentation for TV networks. Banquet is planned for January or February.

TV SPOTS

New, refreshing, exciting and different sales presentations . . . that keep the dial tuned to your program when the commercials come on!

low cost!

Vogue Wright production short cuts make possible the development of original TV spots with due regard to budget requirements.

attention compelling!

The combined experience and creative power of Vogue Wright script writers and production men result in TV spots that hold the audience and get the message across. Eye and ear appeal are put together in just the right proportions for maximum sales results.

sales producing!

Vogue Wright TV spots sell more merchandise for you. Let our representatives arrange a screening of TV spots produced for some of America's largest and best known companies.

Vogue Wright STUDIOS

CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1041 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue

FOR SALE

605 FOOT RADIO-TV TOWER

galvanized, guyed Blaw-Knox Radio Tower.

Used, but in perfect condition.

Uniform cross-sectioned for 400 feet, then tapering to top. Complete with guys, insulators, and regulation lighting equipment.

Will support 3 bay television antenna for total overall height of 575 feet above ground on low TV channels, or 6 bay with lower overall height.

Less than one-half present market price.

Write, wire or phone

E. C. Frase

WMCT

Memphis, Tenn.

Phone 8-7464

New Television Applications

(Continued from page 58)

antenna height above average terrain 216 ft., above ground 234 ft. Estimated construction cost $132,000, first year operating cost $100,000, revenue not estimated. Post Office address Buena Vista Hotel, West Beach Drive, Biloxi. Studio location and transmitter location Buena Vista Hotel. Geographic coordinates 30° 23' 40" N. Lat., 88° 53' 38" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Hanson, Lovett & Dale, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **J. S. Love Jr.** (44.6%), Vice President **L. J. Smith** (2%), Secretary **B. B. O'Mara** (0.4%), Treasurer **C. S. Wentzell** (2%) and **Mrs. J. S. Love Jr.** (44.6%).

† **JACKSON, Miss.—Mississippi Publishers Assn.,** UHF Ch. 25 (536-542 mc) (modification of application); ERP 206 kw visual, 109 kw aural; antenna height above average terrain 491 ft., above ground 538 ft. Estimated construction cost $404,030, first year operating cost $175,000, revenue $125,000. Post Office address P. O. Box 427, Jackson, Miss. Studio location to be determined. Transmitter location SE corner of Pascagoula and S. West Streets. Geographic coordinates 32° 17' 48" N. Lat., 90° 11' 06" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Raymond M. Wilmotte, Washington. [For earlier application see TV APPLICATIONS, B•T, May 5.]

HAVRE, Mont. — North Montana Bcstg. Co. (KOJM), VHF Ch. 9 (186-192 mc); ERP 2.49 kw visual, 1.25 kw aural; antenna height above average terrain 210 ft., above ground 387 ft. Estimated construction cost $154,889, first year operating cost $80,000, revenue $85,000. Post Office address 426½ First St., P. O. Box 70, Havre, Mont. Studio and transmitter location between 7th and 8th Aves. and 7th and 8th Sts. Geographic coordinates 48° 32' 50" N. Lat., 109° 40' 15" W. Long. Transmitter, antenna and studio equipment RCA. Consulting engineer Robert M. Silliman, Washington. Principals include President **O. R. Rubie** (3.8%), Vice President **Claude R. Erickson** (0.13%) and Secretary-Treasurer **B. Abrahams** (11⅓%).

HASTINGS, Neb. — Strand Amusement Co., VHF Ch. 5 (76-82 mc); ERP 61.4 kw visual, 30.7 kw aural; antenna height above average terrain 554 ft., above ground 583 ft. Estimated construction cost $257,123, first year operating cost $125,000, revenue $120,000. Post Office address Strand Theatre Bldg., Hastings, Neb. Studio location to be determined. Transmitter location near intersection of U. S. 6 and Wabash Ave. Geographic coordinates 40° 34' 18" N. Lat., 98° 23' 00" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel A. Harry Becker, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Frank D. Rubel** (25%), interested in firms servicing theatre companies, and from 1943 to 1951 vice president of Adv. Service Co.; Vice President **Fred E. Teller Jr.** (20%), vice president of Strand Amusement Co., and Secretary **Edna C. Rubel** (25%), housewife. **Knalba Foundation** (charitable organization) owns 30% of applicant.

† **MANCHESTER, N. H.—Grandview Inc. (WKBR),** UHF Ch. 48 (674-680 mc); ERP 40.2 kw visual, 22.8 kw aural; antenna height above average terrain 1,000 ft., above ground 221 ft. Estimated construction cost $140,000, first year operating cost $95,000, revenue $85,000. Post Office address 155 Front St., Manchester. Studio location 155 Front St. Transmitter location on summit of South Unanoonuc Mountain, 6.5 mi. west of center of Manchester, about 2½ mi. south of town of Goffstown and near fire tower. Geographic coordinates 42° 58' 52" N. Lat., 71° 35' 16" W. Long. Transmitter DuMont, antenna GE. Consulting engineer W. F. Rust Jr., Manchester, N. H. Principals include President **William J. Barkley,** Vice President **H. Scott Killgore,** Treasurer **William F. Rust Jr.** and **Ralph Gottlieb.** Sole owner of applicant is **Granite State Bcstg. Co.,** also licensee of WTSV Claremont, N. H., and WTSL Hanover, N. H.

RALEIGH, N. C.—Sir Walter Television & Bcstg. Co., UHF Ch. 28 (554-560 mc); ERP 283.5 kw visual, 147 kw aural; antenna height above average terrain 502 ft., above ground 446 ft. Estimated construction cost $296,500, first year operating cost $160,000, revenue $180,000. Post Office address 204 West 6th St., Erie, Pa. Studio and transmitter location 2414-2416 Hillsboro St. Geographic coordinates 35° 47' 16" N. Lat., 78° 40' 04" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Haley & Doty, Washington. Consulting engineer William L. Foss Inc., Washington. Principals include equal (¼) partners **John W. English,** partner in Erie (Pa.) law firm of English, Gilson, Baker & Bowler; **John J. Boland Jr.,** partner in Boland & Cornelius (ship cargo brokers), Buffalo; **James R. McBrier,** president of Trask, Prescott & Richardson (department store), and **James B. Donovan,** member of New York and Washington law firm of Watters & Donovan. Messrs. English and Donovan each have 14.8% interest in Erie Television Corp., applicant for new TV station in Erie [TV APPLICATIONS, B•T, July 21], and Messrs. McBrier and Donovan each have ⅓ interest in Capitol Television & Bcstg. Co., applicant for new TV station in Baton Rouge, La. [TV APPLICATIONS, B•T, Aug. 4].

MEDFORD, Ore. — Southern Oregon Bcstg. Co., VHF Ch. 5 (76-82 mc); ERP 19.2 kw visual, 9.7 kw aural; antenna height above average terrain 464 ft., above ground 190 ft. Estimated construction cost $189,704, first year operating cost $115,000, revenue $95,000. Post Office address c/o KUIN, P. O. Box 148, Grants Pass, Ore., or c/o Edward A. Malone, 401 South Fir St., Medford, Ore., or c/o William B. Smullin, KIEM Eureka, Calif. Studio location 401 South Fir St., Medford. Transmitter location 2.3 mi. east of Gold Hill, Ore. Geographic coordinates 42° 25' 43" N. Lat., 123° 00' 09" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Amos Voorhies** (50%), 25% owner and president of Courier Pub. Co., Grants Pass, Ore., and licensee of KUIN; Vice President **Edward A. Malone,** and Secretary-Treasurer **William B. Smullin** (50%), sole owner of KIEM Eureka, Calif.

† **HAZLETON, Pa. — Hazleton Bcstg. Co. (WAZL),** UHF Ch. 63 (764-770 mc); ERP 97.8 kw visual, 48.9 kw aural; antenna height above average terrain 665 ft., above ground 408 ft. Estimated construction cost $227,958, first year operating cost $187,296, revenue $250,000. Post Office address 708 Hazleton National Bank Bldg., Hazleton, Pa. Studio and transmitter location on Thirwell Ave., between Mill and East Streets. Geographic coordinates 40° 56' 24" N. Lat., 75° 58' 04" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President **Victor C. Diehm** (25%), Vice President **Hilda M. Deisroth** (25%), Vice President **E. H. Witney** (25%) and Treasurer **George M. Chisnell.**

KNOXVILLE, Tenn. — W. R. Tuley, UHF Ch. 26 (542-548 mc); ERP 87.5 kw visual, 43.75 kw aural; antenna height above average terrain 577 ft., above ground 549 ft. Estimated construction cost $235,721, first year operating cost $184,000, revenue $205,000. Post Office address 208 S. E. Riverside Drive, Evansville 8, Ind. Studio location to be determined. Transmitter location near Adams Ave. and Spruce St. Geographic coordinates: 83° 54' 16" N. Lat., 35° 59' 20" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Harold B. Rothrock, Redford, Ind. Sole owner is **W. R. Tuley,** 50% owner of Tuley & Carter (drilling contractors and oil producers), Evansville, Ind. Mr. Tuley also is applicant for new TV station in Evansville [TV APPLICATIONS, B•T, July 28].

CHARLOTTESVILLE, Va.—Barham & Barham (WCHV), UHF Ch. 64 (770-776 mc); ERP 118 kw visual, 66.3 kw aural; antenna height above average terrain 781 ft., above ground 97 ft. Estimated construction cost $165,500, first year operating cost $94,350, revenue $91,800. Post Office address c/o Charles Barham Jr., P. O. Box 631, Charlottesville, Va. Studio and transmitter location top of Patterson Mountain, 2½ mi. SE of Charlottesville. Geographic coordinates 38° 00' 03" N. Lat., 78° 27' 48" W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Consulting engineer A. D. Ring & Co., Washington. Principals include equal (50%) partners **Charles Barham** and **Emma Lou Barham.**

MADISON, Wis.—Monona Bcstg. Co. (WKOW), UHF Ch. 27 (548-554 mc); ERP 85 kw visual, 42.5 kw aural; antenna height above average terrain 612 ft., above ground 596 ft. Estimated construction cost $319,450, first year operating cost $250,000, revenue $250,000. Post Office address 215 West Washington Ave., Madison 3, Wis. Studio location to be determined. Transmitter location 4 mi. SW of Madison on Piper Road. Geographic coordinates: 43° 03' 06" N. Lat., 89° 27' 50" W. Long. Transmitter, antenna and studio equipment RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include President **Stewart Watson** (3.84%), 1st Vice President **E. B. Rundell** (8.25%), 2nd Vice President **George W. Icke** (6%), Treasurer **E. C. Severson** (10.75%) and Secretary **B. W. Huiskamp** (7.97%).

† **CHEYENNE, Wyo.—Frontier Bcstg. Co. (KFBC),** VHF Ch. 5 (76-82 mc); ERP 5.25 kw visual, 2.61 kw aural; antenna height above average terrain 190 ft., above ground 343 ft. Estimated

Shaky Site

RECENT Southern California earthquakes raised Bear Mountain three feet, presenting Gene DeYoung, president and general manager of KERO Bakersfield, with a problem. His recently filed application for a TV station listed the mountain as transmitter site. Consequently Mr. DeYoung must either refile his application, correcting the antenna height, or shorten his towers three feet.

123,000 TV SETS

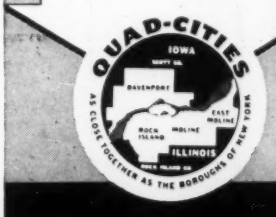
IN THE QUAD-CITY AREA

Each month this TV set total is ascertained by Quad - City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad - Citians *well*—and advertisers *profitably.*

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

construction cost $238,600, first year operating cost $100,000, revenue $95,000. Post Office address Plains Hotel. Cheyenne, Wyo. Studio and transmitter location between Evans and Van Lennen on Third St. Geographic coordinates 41° 07' 22" N. Lat., 104° 48' 06" W. Long. Transmitter and antenna RCA. Consulting engineer Robert C. Pfannenschimid. Principals include President **Robert S. McCracken** (22% owner of Cheyenne Newspapers Inc.), Vice President **W. A. Corson** (18%) and Treasurer **William C. Grove** (16%). **Cheyenne Newspapers Inc.** owns 66% of applicant.

APPLICATIONS RETURNED

PEORIA, Ill. — TV & Radio Peoria Inc. (WPEO), UHF Ch. 19, ERP 92.6 kw visual, 46.3 kw aural. Incomplete. [See TV APPLICATIONS, B•T, Aug. 4.]

TOPEKA, Kan. — WREN Bcstg. Co. (WREN), UHF Ch. 49, ERP 16.66 kw visual, 8.33 kw aural. Incomplete. [See TV APPLICATIONS, B•T, Aug. 11.]

Four More Grants

(Continued from page 59)

populated areas it must cover in contrast to neighboring states, WHAS-TV noted FCC during its allocation consideration indicated wider station spacing is more desirable even where the pros and cons "hang in even balance."

Replying to the WHAS-TV opposition, WSAL charged the Louisville station's petition "does not contain a single fact demonstrating how WHAS-TV might be adversely affected, nor does it contain even an allegation to that effect other than a statement that it 'believes' its coverage area might be reduced."

The WSAL petition noted WHAS-TV's application to switch from Channel 9 to 11 (pursuant to the Sixth Report) and boost power to 316 kw visual contains no change in antenna height, presently 495 ft. above average terrain."

Polan Industries, new UHF Channel 59 grantee at Ashland, Ky. [B•T, Aug. 18], in its protest of the WFMJ-TV Youngstown petition contended: "The only justification which [WFMJ-TV] advances in support of its unusual request is that Channel 21 was not allocated to Youngstown when it decided to amend its application from Channel 33 to 73. It did not file for Channel 27, so it says, because this would have forced the Vindicator Printing Co. [WFMJ] into a comparative hearing with the other applicant for Channel 27 [WKBN-TV]. Now that The Vindicator is safely ensconced on Channel 73, it has no hesitancy in going into a comparative hearing for Channel 21, knowing that if it loses out, it would still have Channel 73 and would in the meantime have tied up a competitor for a period of two years or more.

"If they were of the view that the lower UHF channels are greatly to be preferred and if they have no qualms about a hearing, there was no reason why they could not have filed for Channel 27."

Polan Industries, originally Channel 33 applicant also, contended it pointed out to FCC the deficiency respecting that channel and filed a corrective petition "with the encouragement of the Commission's staff."

"Because of the equities undoubtedly due Polan Industries, which failed to receive a grant simultaneously with the other two applicants on July 11 [WKBN-TV and WFMJ-TV], it is also urged that The Vindicator petition be promptly disposed of [dismissed] and that prompt action be taken on Polan Industries' application for Channel 21 in Youngstown when the assignment becomes final on Aug. 25," the pleading said.

WEOL Elyria, in petitioning for conditional grant on Channel 31, said FCC has authority to take such action under Sec. 1.385(e) of its rules even though there is pending the competitive bid of the Lorain Journal Co.

The WEOL petition said the Lorain Journal Co. application discloses that it is under the common ownership with the Mansfield Journal Co., which owners "have been found heretofore by the Commission to be disqualified as broadcast applicants, and by the federal courts guilty of attempting to monopolize interstate commerce by stifling radio competition in violation of Section 2 to the Sherman Anti-Trust Act."

Speaking before the WOI-TV workshop, sponsored by Iowa State College in cooperation with the National Assn. of Educational Broadcasters and the Joint Committee on Educational Television, Chairman Walker pointed out that if "we raised the annual income of only one-eighth of these [nearly 10 million functional illiterates] only $100, that would more than pay for the construction of all the 242 educational stations on the assignments reserved by the Commission in one year." His estimate was based on a per-station cost of $500,000.

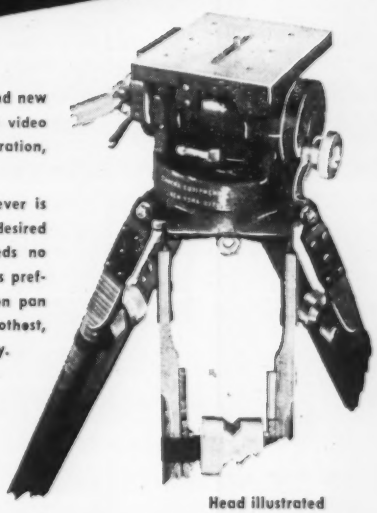
The FCC chairman reminded his

(Continued on page 88)

Russian Color TV

SOVIET press last week announced that special color television transmitter would be in operation by next year and that experimental color TV sets would be on sale. An article in the *Literary Gazette* outlined a series of video improvements which could be expected by August 1953. Among improvements listed was that there would be a guaranteed demonstration of the set before it was purchased.

From Station Break to Feature...
the NEW "BALANCED" TV Tripod
is doing a whale of a job every day!



WE THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

Head illustrated contains adjustable camera tie-down screw for locating center of gravity. This feature is optional.

"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly.

If you work with film... for Studio, Newsreel, Commercials, Business, Industrial or Home Movies—it will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

We Rent and Service
Cameras • Moviolas • Dollies
Complete line of 35mm and 16mm equipment available for rental
MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm
BELL & HOWELL: Standard, Shiftover, Eyemos
MAURER: 16mm Cameras
MOVIOLA: Editing machines, Synchronizers

We Design and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

We Calibrate Lenses Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. For proper exposure density, it is important that you have your lens "T" stop calibrated. Lenses coated for photography. Special TV coating. Rapid service.

film report

Sales . . .

Spear & Co., Pittsburgh (retail furniture), starts *Counterpoint*, half-hour series filmed by **Bing Crosby Enterprises**, Culver City, Calif., on WDTV (TV) Pittsburgh, Oct. 2. Programs comprise a second run of the *Rebound* series.

Distribution . . .

Snader Telescriptions Sales Inc., Beverly Hills, has acquired distribution rights to *The Terror Theatre*, series of 26 half-hour films to be produced by **Burkett-Halperin Productions**. The firm, headquartered at Eagle-Lions Studios, Hollywood, goes into production in December with a budget of $25,000 per film. Material will be drawn from the works of **Edgar Allen Poe, Robert Louis Stevenson** and **Guy de Maupassant**. The deal was concluded in New York by **Oliver A. Unger**, executive vice-president for Snader in N. Y., **Victor H. Halperin** and **Sam Burkett**, production firm partners.

* * *

Morton Radio Productions and **Morton Television Productions**, Chicago, have regained distribution rights to the film series, *This Is the Story*, which was sold previously by Snader Telescriptions Sales. The Chicago firms have expanded sales force to handle *This Is the Story* on film, a series of 52 episodes, and the series of 260 AM shows. The companies are now introducing a new giveaway show, *What's Wrong With This Picture?*, for TV stations.

* * *

Telenews Productions Inc. announced last week the release of a 12½ minute documentary film report for television on the story of the flying saucers. Titled "The Flying Saucer Mystery," the film is being distributed by **Sterling Films Inc.**, New York.

Production . . .

Alan Young, under contract to CBS-TV, will film his new alternate-weekly half-hour show using a situation comedy format. Production starts today (Monday) at Hal Roach Studios, Culver City, and the network has scheduled it for fall telecasting. Sponsor of the show will be **Esso Standard Oil Co.**, New York. Mr. Young will portray the character he has featured in the past, that of the young employed bachelor. The series will center about his job, employer, employer's wife and employer's daughter. **Alan Dinehart** is producer.

* * *

Arrow Productions Inc., Hollywood, will start production on *King Arthur and the Knights of the Round Table*, half-hour TV film series, in November. The writers, **Charles Condon** and **Eric Taylor**, will base their scripts on legend rather than any specific text. **Leon Promkess**, firm secretary and executive producer, is in New York to conclude negotiations for the distribution of *Ramar of the Jungle*, first 13 half-hour TV films of which were recently completed for $240,000. Production on second group starts in October.

* * *

PSI-TV Inc., New York, TV film production and distribution firm, last week announced that the first 13 episodes in the TV film series, *China Smith* starring **Dan Duryea**, have been completed. The first three films are ready for distribution in New York now, with release date for telecasting by stations set for Sept. 15, according to **Manny Reiner**, PSI-TV vice president in charge of sales. Mr. Reiner added that KECA-TV Los Angeles and KGO-TV San Francisco have already contracted for 26 weeks of series after officials saw the films in production. A property of **Tableau Television Ltd.**, *China Smith* is being financed and distributed by PSI-TV.

* * *

Edward Lewis Productions, now filming CBS-TV *Schlitz Playhouse of Stars* at Tepeyac Studios, Mexico City, is in production on "Calamity Jane," for which **Johnny Mercer** has written special lyrics and music. Song will be used as the theme of a series to be developed from the half-hour pilot film, starring **Joan Blondell** and **Tom Ewell**. **Robert Aldrich** directs from script by **Luther Davis**.

* * *

Screen Gems Inc., New York, has signed motion picture director **Leigh Jason** as director and **Elizabeth Fraser** as feminine lead for "Jr.," first in series of 39 films purchased by Ford Motor Co. for its *Ford Theatre*. The series, written by **Cyril Hume** and produced by **Jules Bricken**, stars **Edward Arnold** and **Arthur Franz** in the principal roles. Production began last week.

* * *

Hollywood - America Productions, Hollywood, producer-packager of CBS-TV *Pantomime Quiz*, is packaging half-hour live TV programs, *Jimmy Fidler in Hollywood*. Series features commentary by **Jimmy Fidler** and interviews with Hollywood personalities.

* * *

United World Films Inc., New York has begun production of "Mission to Mademoiselle," ninth episode in its *Fighting Man* series. The film stars **Michael Thomas** and **Cliff Clark**. **George Blair** is the director.

* * *

Telemount Pictures Inc., Hollywood, with new headquarters at 11561 Ventura Blvd., in association with **Mutual Television Productions Inc.**, that city, is completing *Cowboy G-Men*, half-hour TV film series to be distributed regionally by **United Artists Television Corp.** Next series of 13 starts immediately, featuring **Russell Hayden** and **Jackie Coogan** as frontier detectives in the 1870-1900 period. **Henry Donovan**, Telemount president, is a producer-writer and **Herb Cahan** and **Reg Brown** are co-directors. **Sherman Harris**, associate producer on NBC-TV *Boss Lady* for **Wrather Television Productinos Inc.**, Hollywood, has joined Telemount as production supervisor.

* * *

Gross-Krasne Inc., Hollywood, has leased office and studio space at RKO-Pathe Studios, Culver City. Production starts again Sept. 8 on CBS-TV *Big Town* series for **Lever Bros.**

* * *

Marine Corps Reserve Volunteer Training Unit, Santa Monica, Calif., is producing a film for TV and theatrical distribution, depicting scenes from Camp Pendleton and Santa Monica training centers. Final supervision will be by **Col. Franklin P. Adreon**, unit commanding officer and associate producer at Republic Studios.

Random Shots . . .

Kathryn Grayson has formed **Kathryn Grayson Productions**, Hollywood, to film episodic musical dramas in color for TV distribution, in which she will star.

Film People . . .

Robert DeSousa, sales manager, KNBH (TV) Hollywood, to **Major Television Productions Inc.**, Culver City, as regional sales manager with headquarters in that city.

* * *

Leo Pepin, TV operations manager with CBS Hollywood, joins **Volcano Productions**, same city, as unit manager on ABC-TV *The Adventures of Ozzie and Harriet*. **Cecil Barker**, director of programming and production for ABC Western Division, is supervising the filming.

* * *

Edward Grossman, auditor-accountant for Film Classics, New York, joins **Guild Films Inc.**, same city, in similar capacity. The firm, headquartered at 510 Madison Ave., has leased additional space nearby to handle print inspection and shipment of TV films.

* * *

Fred Briskin, assistant director with Columbia Pictures, joins **Screen Gems Inc.**, Hollywood, its subsidiary, as executive assistant to producer **Jules Bricken** and will coordinate general production activities. Firm has also added **Jerome Odlum** and **Betty Reinhardt** to its writing staff.

WISE BUYERS BUY...

KFMB For More Business

San Diego's 1ST and Only TV STATION Blankets California's Third Market!

TV, channel 8
AM, 550 K.C.

The SAN DIEGO MARKET Increased 92.4% From 1940 To.. 1950

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SAN DIEGO 1, CALIFORNIA
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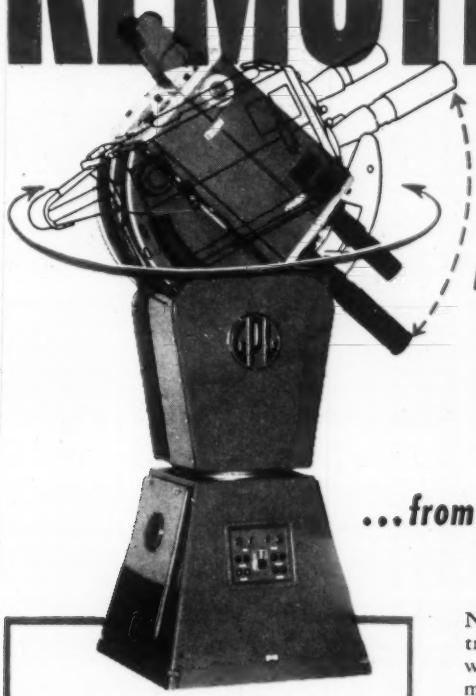

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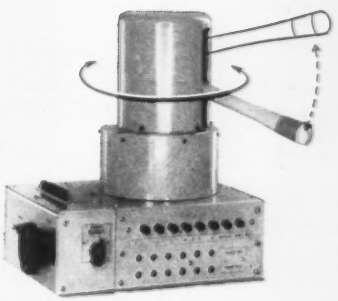
...from **1000** *feet away...*



Now, with the GPL Remote Control Pedestal, your cameraman can work at full efficiency a fifth of a mile from his camera... make any lens or focus adjustment instantly ... control pan and tilt with a pan handle that works as if it were physically attached to the camera ... or, at the touch of a button, swing the camera to any of six pre-set positions, with lens and focus automatically correct. As with all GPL camera chains, the CCU operator has full control of iris setting to assure finest picture reproduction.

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All GPL cameras are adaptable to the new remote control pedestal, yet there is no cost premium. Equip your studios now with TV's finest camera chain, add remote control at any time later on. Before you make any camera investment, be sure to investigate GPL—the industry's leading line, in quality . . . in design.

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General Precision Laboratory INCORPORATED **GPL**

PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

Open Mike

(Continued from page 20)

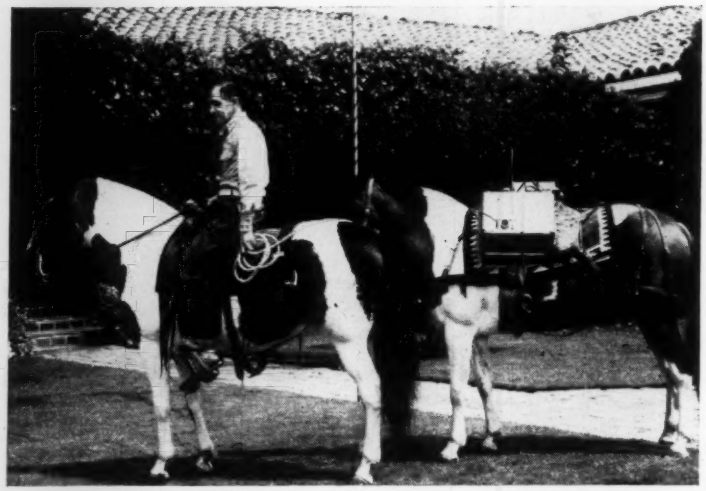
the book, we feel a great injustice has been done. The population figure for the town of Westerly is not 8,415 but nearer 12,400. . . .

Where things went wrong is that you did not get the population of the town of Westerly, which includes within its boundaries Bradford, Weekapaug, Misquamicut and Watch Hill. These four subdivisions of Westerly should be included since these people vote in Westerly, pay taxes in Westerly, send their children to school in the Westerly School System, have Westerly as their Post Office address, and the money they spend is credited to the Westerly retail sales figure of over $21 million. . . .

We have another 8,000 people who live in Connecticut but who consider themselves residents of Westerly. These people live in Pawcatuck, Conn., (a subdivision of Stonington that is closer to Westerly than it is to Stonington). Their mail address is also Westerly. . . .

Warren M. Greenwood
General Manager
WERI Westerly, R. I.

[EDITOR'S NOTE: All population listings in the MARKETBOOK are official 1950 U. S. Census figures. Statistics for Washington County, which Westerly apparently dominates, are also included in the Rhode Island listings.]



NEWSGATHERING in the mountains can be difficult, but KTMS Santa Barbara, Calif., has found a practical solution—a pack horse team—one horse for a rider, the other for portable transmitter and batteries. Thus, it covered the Santa Barbara "Old Spanish Days" fiesta Aug. 6-9. The two horses, a KTMS engineer and announcer became part of the parade, the announcer describing pagentry and interviewing spectators. Chief Engineer Leo DeConnick above sits astride lead horse.

Mrs. Minnie Edwards

FUNERAL services were held in Oakland, Calif., with burial at Oakland Cemetery, Aug. 21 for Mrs. Minnie Edwards, mother of Ralph Edwards, NBC radio-TV performer. Mrs. Edwards died Aug. 18 after a cerebral hemorrhage.

CLEVELAND 'BESTS'

AFRA Awards To Be Made

THIRTEEN "bests" in both radio and television will be honored by the Cleveland local of the American Federation of Radio Artists in the 1952 second annual AFRA awards competition.

Selection of award winners will be made in the following program categories: News, including straight news and commentary; women's; children's; sports, includ play-by-play and sportscasting; musical performance, either individual or group, and commercial, including both spot and regular commercials. Other individual awards will be made.

In addition, the judges will select winners among stations for the best in promotion, public service and special service programming.

Judges were listed as:

Mrs. Nadyne King, chairman, Radio Div., Federation of Women's Clubs; Lewis E. Zender, public relations director, U. S. Steel; Hal Stedfeld, Stedfeld & Byrne Inc.; William B. Levenson, assistant superintendent in charge of Cleveland elementary schools; Stanley Anderson, radio-TV editor, "Cleveland Press"; George Condon, radio-TV editor, "Cleveland Plain Dealer," and Ben Wickham, radio-TV editor, "Cleveland News." Sanford Markey of AFRA, is secretary to the judges.

Benjamin H. Saxton

FUNERAL services for Benjamin Hargrave Saxton, 52, district manager for Stromberg-Carlson Co. sound equipment sales in Pennsylvania, Maryland and Ohio, were held Aug. 15 at Pittsburgh, where he made his home. Mr. Saxton died of a heart attack Aug. 11 during a business trip to Philadelphia. He had been engaged in the sound equipment business for 28 years.

'RED' AUTHOR

Is Interviewed Over WIP

MATT CVETIC, author of the radio serial, *I Was a Communist for the FBI*, appeared on several WIP Philadelphia broadcasts when he was honored at the American Legion convention.

During one week, Mr. Cvetic was heard on WIP's *Mary Biddle Show* and was interviewed on the nation's *Lobby Parley*.

Mr. Cvetic also was guest of honor at a party given by the Blue Ribbon Cake Co., Kingston, Pa., which sponsors the FBI program over WIP. Among those present were Gov. John S. Fine of Pennsylvania, and Benedict Gimbel Jr., WIP president-general manager.

Strictly Business

(Continued from page 18)

jockey for WSLS. During summer vacations, the energetic Mr. Balaban worked as an editorial apprentice for National Screen Corp., a firm that produces trailers for motion pictures.

His college education was interrupted by the war, in which he served from September 1942 until September 1945 as a combat cinematographer in the Marine Corps. Mr. Balaban has the distinction of being the first American to fly over the island of Truk, and his wartime itinerary included photography stints on the Marshall Islands, Majuro and Wake Island.

After being discharged from service, he convalesced for eight months at the Columbia Medical Center in New York for treatment of tropical diseases he picked up in the marines. But he was gratified to report that he is in excellent health today.

Mr. Balaban joined Paramount Television Productions in 1946 to supervise the commercial aspects of theatre television. Though the company has not devoted much of its resources to this activity, it is still in the field and hopes to expand this phase, conditions permitting.

Hobbies that interest Mr. Balaban are tied up with his consuming interest in photography and broadcasting. Around his Great Neck, L. I., home, he likes to make electrical recordings and motion pictures—to the delight of his guests.

Such off-hour diversions please his wife, the former Jacqueline Walsh, whom he married in 1949, and their little daughter, Barbara. He is a homebody except for occasional forays into such sports as swimming and horseback riding.

Mr. Balaban belongs to the American Television Society, the National Television Film Council, the Marine Corps League, the Overseas Press Club and the Standard Club of Great Neck, to mention a few.

Choosy is the D-J

...about his transcription equipment

Look around — you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new *viscous-damped* 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-8.

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.
Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

PRESIDENT

XUM

GRID COVERAGE

Stations' Plans Issued

SEVERAL schedules for broadcast of collegiate and professional football games over radio and television during the coming season were announced last week.

WBAL Baltimore will carry 14 Washington Redskins games and all nine of U. of Maryland's games, the former Sept. 14 to Dec. 14, sponsored by American Oil Co., and the latter Sept. 20 to Nov. 11, sponsored by Baltimore and Washington Pontiac dealers. WBAL-TV Baltimore also will carry six Redskins games, sponsored by American Oil. WMAL Washington will carry the U. of Maryland schedule, sponsored by the Pontiac dealers.

WJR Detroit announces it will cover the complete Detroit Lions schedule, beginning with an exhibition game Aug. 18, with Goebel Brewing Co. as sponsor.

Standard Oil of Indiana, Chicago, has placed a heavy football schedule again this fall, through McCann-Erickson, that city. Regular-season games from the Us. of Colorado, Iowa, Minnesota, Nebraska, Wichita and Wisconsin will be broadcast within each respective area on WHO Des Moines, WCCO Minneapolis, KFAB Omaha, KWBB Wichita and WTMJ Milwaukee. The sponsor also is considering local television sponsorship of the Chicago Bears.

Feature interviews by Wally Mullinax, WESC Greenville, S. C., sports director, were taped with football coaches of five colleges and universities in that state—Furman, Clemson, Presbyterian College, U. of South Carolina and Wofford—and were to be aired last week.

A West Coast announcement indicates the complete home schedules of the Los Angeles and Hollywood Pacific Coast League teams will be televised.

SOUTHERN Calif. Chapter of American Assn. of Adv. Agencies will handle the 1952-'53 Los Angeles Community Chest fund-raising campaign on a voluntary basis with radio and TV both contributing time.

CANADIAN MEET

WAB to Gather at Banff

PROGRAMMING, civil defense, engineering and sales will highlight the agenda of the three day meeting of the Western Assoc. of Broadcasters at Banff Springs Hotel, Banff, Alberta, Sept. 11-13. Ed A. Rawlinson, CKBI Prince Albert and WAB president, will preside.

Among special reports will be one from Jim Allard, general manager of Canadian Assoc. of Broadcasters, Ottawa, on present status of copyright battle and other CAB business; report from Finlay MacDonald, CJCH Halifax, on station's underwriting (to the amount of $10,000) a Halifax produced operetta "Bonanza," and report on sales research by Pat Freeman, CAB sales director, Toronto.

George Chandler, CJOR Vancouver, will discuss the result of the WAB engineering conference and status of radio in civil defense on Canada's west coast. Farm broadcasting will be discussed by William Guild, CJOC Lethbridge.

On final day of the meet Harold Moon, BMI Canada Ltd., and Carl Haverlin, BMI New York, will discuss copyright problems and BMI services. Present status of two way telephone conversation broadcasts, which was dealt with at CAB convention last March at Toronto, will be explained by Dave Armstrong, CKDA Victoria. Maurice B. Mitchell, Associated Program Services, New York, is slated as guest speaker at the annual dinner. Business sessions and election of officers are scheduled.

Campus Office Opened

OREGON State Broadcasters Assn. will open a fulltime office on the U. of Oregon campus in Eugene Sept. 1. OSBA's manager will be Robert E. Summers, who also has been appointed an assistant professor. H. J. Chandler, OSBA president, explained that Mr. Summers will devote half his time to the association and the remaining time to the university's radio education program. A similar office is maintained by the Oregon Newspaper Publishers Assn.

Our Respects to

(Continued from page 48)

planning to buy a new house to accommodate the turntables, tuners, speakers and extensive record collection. Mrs. Evans claims he once boasted he could hear an orchestra conductor's suspenders stretching during the recorded rendition of a favorite classic.

Mr. Evans has a deep conviction that classical music isn't getting a fair deal from those who present it. That belief accounts for a Sunday afternoon 90-minute disc jockey program on WRFD in which classical numbers are featured. "Most stations throw classical music at the audience with shovels," he says. "We give the human side, with interesting commentary. We're warming people up to it, emphasizing rhythmic types and are anxious to find out if rural people want good music."

For years he has been spending much of his time on the road, speaking all over the country at management, personnel and labor relations meetings. He is author of many articles on these subjects and has often served as arbitrator in employment disputes.

Mrs. Evans is the former Ella Weed of Ossining, N. Y. They met in New York when she was counselor at an orphanage and he directed boys' activities. They have two children and two grandchildren.

Mr. Evans is active in Columbus civic affairs. He is a member of the board of governors of Franklin U., Columbus, and the board of the Columbus and Franklin County Community Chest campaigns. He is a Presbyterian and retains an active interest in choral music.

As fulltime director of Peoples Broadcasting, he will have a chance to direct expansion of this phase of the Farm Bureau organization. Just last March, Peoples opened a palatial new radio center in Worthington.

KPOL DAYTIMER

Debut Set for Sept. 1

KPOL Los Angeles, 5 kw on 1540 kc, will begin full daytime operation next Monday (Sept. 1) from its transmitter studio at 5000 Carter Drive. Permanent studios and executive offices are being readied at 5087 Huntington Dr. North.

Licensed to Coast Radio Broadcasting Corp., KPOL is owned by Hugh R. Murchison, firm president, who is also general manager.

The staff includes Charles Hughes, account executive with KALI Pasadena, as commercial manager, and Floyd W. Hall, consulting engineer with KOCS Ontario, as director of engineering operations. William Bidell is promotion director.

EDDIE TRUMAN, ABC Hollywood staff musician, composed "Your Eyes Are So Lovely," recently recorded by Lawrence Welk for Coral Records.

KGW

THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

THE ONLY PHILADELPHIA STATION CARRYING MAJOR LEAGUE BASEBALL

Play-by-play broadcasts of

Athletics and Phillies

HOME AND AWAY GAMES

with

★ BYRUM SAAM
★ GENE KELLY
★ CLAUDE HARING

Philadelphia's top sportscasters

WIBG

DIAL 990

10,000 WATTS PHILADELPHIA'S MOST POWERFUL INDEPENDENT

REPRESENTED BY RADIO REPRESENTATIVES, INC.

WGAR DISPLAYS
Up Advertisers' Sales

WGAR Cleveland's food products sales plan—"Merchandising"—has increased sales for participants from 31% to 200%, the station reported last week. The plan entitles WGAR spot advertisers to point-of-purchase displays in 197 A & P and Kroger supermarkets in northeastern Ohio.

Products benefiting from the plan, now 60 days old, are Fabs, Super Suds, Creamettes, Cheer, Rival dog food, Cornfetti, Seven-Up, Leisy's beer and Junket.

Teletype Tale

KJRL Pocatello, Ida., was successful in its search to find the owner of a lost dog but it took seven feet of teletype paper to do it. A weather bureau field post phoned KJRL to say they'd found a lost dog with a North Platte, Neb., license. KJRL teletyped a message to KODY North Platte. Further messages were exchanged. Seven feet of teletype paper later, it was determined that the dog belonged to a family recently moved from North Platte to Pocatello. KJRL's efforts received local newspaper notice.

Angling for New Markets?

If you're fishing for new markets, past result stories point to KFYR as a likely spot. The station with the nation's largest area coverage, KFYR doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which bear out KFYR's coverage and selling claims in this rich, rural market.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

air-casters

WILLIAM M. WINN, chief announcer, WJOC Jamestown, N. Y., promoted to program director.

BOB FOSTER, program director, WETO Gadsden, Ala., to WGWD same city, in same capacity.

DON ROSENQUEST, operations department, CBS-TV New York, named supervisor of traffic for all TV network programs originating in Hollywood, headquartered in latter city.

Mr. McVay

BOB McVAY appointed program director, KFJI Klamath Falls, Ore.

JOHN GRAY to announcing staff, WSYR Syracuse.

ED CASE, production assistant, WMAL-TV Washington, to KTHT Houston on announcing staff.

DON WHITMAN, in charge of radio transcriptions, ABC Hollywood, shifts to KECA-TV Los Angeles as schedule coordinator for program operations. He replaces **GILL SABEN,** resigned.

DON MORTIMER, editorial staff, BROADCASTING • TELECASTING, to production staff, WBAL-TV Baltimore.

NORMA WEEKS, women's program director and continuity head, KINY Juneau, Alaska, to KJNO there, replaced by **PATTI PARSONS,** KFBR Fairbanks.

SCOTT DOUGLAS, Hollywood freelance radio-TV announcer, to KNXT (TV) that city in similar capacity.

RAY BENTLEY, radio director, Houck & Co., Roanoke, Va., returns to continuity department, WROV that city.

JOHN BEEBE, WKAN Kankakee, Ill., to production department, WBKB (TV) Chicago.

QUILA CONWAY returns to WRNL Richmond as traffic manager.

KEITH SAMPLES, Northwest Broadcasting School, Portland, Ore., to KGAL Lebanon, Ore., as announcer-operator. Other graduates and stations where they are now located are: **HAL HOWARD,** KGAK Gallup, N. M.; **JAMES MOFFIT,** KWRC Pendleton, Ore.; **OSCAR WHORLEY,** KOMW Omak, Wash.; **GORDON PAISLEY,** KIHR Hood River, Ore.; **HARMON YEARY,** KPKW Pasco, Wash.; **GEORGE RAVEN,** KROG Sonora, Calif.; **JAMES WILLIS,** KBLI Blackfoot, Ida.

BENNETT ORFIELD, news editor, WLS Chicago, to KFI Los Angeles as summer staff announcer.

JACK SCOTT, floor manager, KTTV (TV) Hollywood, promoted to associate director.

JIM GRANER returns to WJW Cleveland as sports director after 18 months service in U. S. Army.

FIDEL LaBARBA, world's flyweight boxing champion, to KBIG Avalon, Calif., as sports commentator on weekly five-minute program.

BOB WEAVER, KERN Bakersfield, Calif., rejoins KXO El Centro as program director. **DESU NORTON,** sports director, WORZ Orlando, Fla., to KXO in similar capacity.

PERRY WARD, KOTV(TV) Tulsa, Okla., sales staff, appointed special events director there.

E. M. JONES, professor of drama at U. of Saskatchewan, named drama producer of CBW Winnipeg.

DON FUHRMANN to announcing staff, KSEI Pocatello, Ida., replacing **BOB COOPER** who transfers to announcing staff, WPBC Minneapolis.

MAXINE ARTO McKIBBEN, head of KFI Los Angeles transcription department, to CBS Radio, Hollywood, as assistant in production department.

NEVA PATTERSON, New York TV-stage actress, assigned role in 20th Century-Fox feature film, "Taxi."

MARK STARBIRD, announcer at CHUM Toronto, to CBLT (TV) Toronto.

CAROL BREWSTER, film actress, to KBLA Burbank, Calif., as disc m.c on daily two-hour program.

ART SYDNEY, WHHH Warren, Ohio, to production staff, WHAS Louisville, Ky. **HOBY WOLF,** WKRC Cincinnati, to WHAS for nightly disc show.

Mr. Sydney

Mr. Wolf

LINA GORONI, traffic department, KXLA Pasadena, to KPOL Los Angeles as traffic supervisor.

ARCH HARRISON Jr., production staff, WBAL-TV Baltimore, to directing staff, WTVR (TV) Richmond.

AXEL GRUENBERG, director, Revue Productions, to NBC-TV *This Is Your Life* in similar capacity.

MIKE HOPKINS, CKLB Oshawa, Ont., to announcing staff of CKSO Sudbury, Ont.

BILL LAZAR, WOR-TV New York announcer, father of girl, Deborah Anne.

DAVE WATERS, NBC Chicago TV director, father of girl, Kimberly Marie, Aug. 10.

JOHN CHULAY, floor manager, KTTV (TV) Hollywood, father of boy, John Benjamin, Aug. 9.

DICK AKER, announcer, KTFY Brownfield, Tex., and **OPAL P. DAVIS,** formerly chief engineer, KDWT Stamford, Tex., were married Aug. 9.

DOUG MORRISON, assistant director, KTTV(TV) Hollywood, and Pat Reynolds will be married Oct. 1.

PEN BROWN, WTAG Worcester, Mass. sportscaster, father of girl, Nancy Elizabeth.

SGT. MARVIN SMITH, formerly with WHLI Hempstead, L. I., father of girl, Marilynn, July 30.

News • • •

CHET CAMPBELL, press department, NBC Chicago, promoted to press manager, replacing **JACK RYAN** who has resigned.

PAUL RUHLE, WAIT Chicago, to WKYW Louisville, as news editor.

FRANK WHITLEY to KCOW Alliance, Neb., as new editor.

STEPHEN FENTRESS named assistant director of news for TV newsreel department at WGN-TV Chicago.

Caldwell Ltd. Expands

S. W. CALDWELL Ltd., Toronto, has expanded its operations and purchased a building at 447 Jarvis St., to house its radio and television productions unit. Building was formerly occupied by Academy of Radio Arts. The building is being renovated and two of its four studios are being converted into sound stages for rehearsal and filming of TV commercials. Building will continue to house tenants in allied radio fields, and will have studios available for rental to advertising agencies and producers for TV and AM radio programs. Building is located across the street from CBC Toronto AM and TV studios.

NBC RADIO *One Man's Family* will receive recognition of achievement for contributing to American family life from Gov. Earl Warren at 93rd California State Fair today (Monday).

SERVICE

Twenty-five years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

ELECTRONICS

West Coast Meet Wed.

TWENTY-SEVEN technical sessions are scheduled for the annual Western Electronic Show & Convention to be held in Long Beach, Calif. Municipal Auditorium for three days starting this Wednesday under joint sponsorship of the 7th Regional Institute of Radio Engineers and West Coast Electronics Mfrs. Assn.

Besides more than 100 papers of a highly technical nature, convention sessions will include several panel discussions and symposia on a variety of specialized electronic subjects, according to R. L. Sink, IRE regional director and Consolidated Engineering Corp., Pasadena, chief electrical engineer.

FCC Comr. Rosel H. Hyde will be guest speaker at a luncheon Friday in the Wilton Hotel. He also will participate Thursday in a panel discussion on "What the End of the TV Freeze Means to the West." Other panelists are Otto Brandt, general manager, KING-TV Seattle; Fred W. Albertson, Dow, Lohnes & Albertson, Washington attorneys; A. Earl Cullum Jr., consulting engineer; H. L. Hoffman, president, Hoffman Radio Corp., and J. W. Kingsbury, AT&T. Phil Caldwell, ABC Western division manager of engineering and general services, will chairman the discussion.

Exhibits will represent a cross-section of national electronic products. It will be the largest display of its kind ever seen on the West Coast, occupying more than 200 booths on the two floors of the auditorium, according to Leon B. Unger, convention president.

Approximately 2,000 engineers will attend the IRE sessions, according to advance registration. More than 10,000 persons are expected to view the various exhibits.

INDUSTRIAL EDITORS

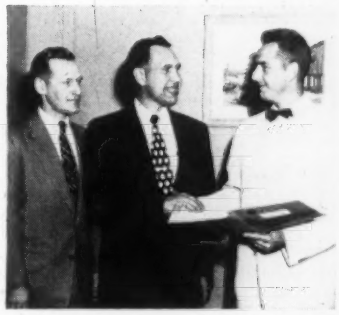
Institute Set Nov. 6-8

SIXTH annual Southern Industrial Editors Institute will be held at the U. of Georgia, Athens, Nov. 6-8, it was announced last week. A committee of leading representatives has been appointed to formulate plans.

The Institute is sponsored jointly by the Southern Industrial Editors Assn. and the Henry W. Grady School of Journalism. The association is composed of editors and editorial assistants of employe publications, trade journals and specialized publications throughout the Southeast.

Ralph Byrd

FUNERAL services were held in Glendale, Calif., with burial at Forest Lawn Memorial Park Aug. 22 for Ralph Byrd, film actor and star of *Dick Tracy* TV film series. He died Aug. 18 after a heart attack.



ALAN C. TINDAL (r), vice president, Springfield (Mass.) Television Broadcasting Co., and president, WSPR Springfield, shakes hands with Frank P. Barnes, General Electric broadcast equipment sales manager, after signing of contract to equip the city's first TV station, WWLP (TV). George R. Townsend, who will serve WWLP as chief engineer, looks on. WSPR owns 19.2% of WWLP [B•T, July 21, 14].

RTMA PARTS DIV.

Section Heads Appointed

SECTION chairmen for the Parts Division, one of the most active within Radio-Television Mfrs. Assn., were announced by Chairman Matt Little last week.

All but four of 21 chairmen named were reappointments to the Parts Div., which has the largest membership in RTMA. The chairmen will serve during 1952-53. Mr. Little is president of Quam-Nichols Co., Chicago.

Names of section chairmen follow:

Amateur radio activities, Richard W. Mitchell, Industrial Development Engineering Assoc. Inc.; antenna, Larry H. Kline, The Ward Products Corp.; ceramic capacitor, W. Myron Owen, Aerovox Corp.; coil, Eugene M. Keys, Edwin I. Guthman & Co.; fixed capacitor, Louis Kopinski, John E. Fast & Co.; fixed resistor, D. S. W. Kelly, Allen-Bradley Co.; instrument and test equipment, Roland M. Bixler, J-B-T Instruments; phonograph cartridges and pickups, S. N. Shure, Shure Bros.; record changer and phono-motor assembly, H. E. Moon, The General Industries Co.; socket, Lester W. Tarr, Cinch Manufacturing Corp.; speaker, Russell S. Fenton, Permoflux Corp.; speaker parts, Charles L. Matthews, Wm. H. Welsh Co. Inc.; special products, W. R. MacLeod, King Labs.; steatite, C. L. Snyder, General Ceramics & Steatite Corp.; switch, W. S. Parsons, Centralab, Div. of Globe-Union; transformer, L. S. Racine, Chicago Transformer Div.; tube parts, S. L. Gabel, Superior Tube Co.; TV-radio tuner, Russell E. Cramer Jr., Radio Condenser Co.; variable resistor, Victor Mucher, Clarostat Manufacturing Co.; wire wound resistor and rheostat, Roy S. Laird, Ohmite Manufacturing Co.; metal stampings and metal specialties, Jay H. Johnson & Hoffman Mfg. Co.

FOURTH annual edition of the Directory of the West Coast Electronic Manufacturers' Assn. containing a separate index of members and electronic products manufactured, is now being distributed.

New Business

(Continued from page 14)

Mitchell, N. Y., for corporation, four manufacturing divisions and export subsidiary, United Aircraft Export Corp.

UNION PHARMACEUTICAL Co. and **ART COSMETICS**, Montclair, N. J., appoint Grey Adv. for Saraka, Inhiston, APC cold tablets and Irma, effective Sept. 15.

VALLEN Inc., Akron, Ohio (curtain controls and tracks for theatres, TV studios, etc.) appoints Fred Bock Adv., Akron. Account executive is **JOHN B. SIMPSON**, formerly with NBC.

ECTRO Inc., Delaware, Ohio (tape recorders and electronic instruments), names Needham & Grohmann Inc., N. Y.

GIBSON REFRIGERATION Co., Greenville, Mich., appoints Henri, Hurst & McDonald, Chicago.

BATTYE FRANKLIN Co., Chicago ("Zip-a-part" carbon interleaved forms), appoints Bozell & Jacobs Inc., same city.

CINERAMA Inc., N. Y., names McCann-Erickson, that city.

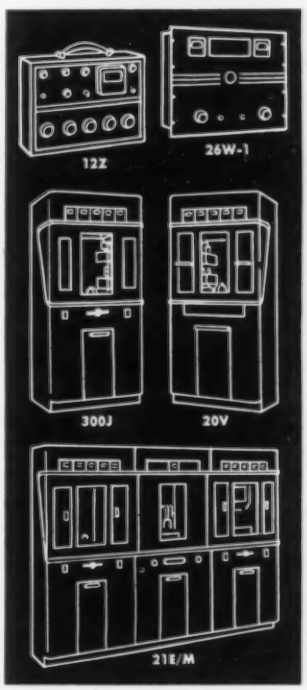
WESTGATE-SUN HARBOR Co., San Diego (Breast-O'-Chicken tuna), appoints Foote, Cone & Belding Inc., L. A., effective Jan. 1, 1953. Radio-TV will be used. **KENDALL THURSTON** is account executive.

Adpeople . . .

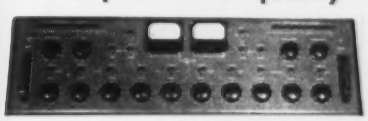
GLEN E. DAVIDSON, sales representative for Sheaffer Pen Co., N. Y., in Virginia, Fort Worth, Tex., and Chicago territories, appointed western sales manager.

FRANK L. PARKER, owner of New York public relations firm, to Plexolite Sales Co., L. A. (corrugated and flat fiberglass reinforced translucent sheets), as director of sales development and public relations.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY



COLLINS . . . for broadcast equipment of unquestioned quality



Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 1930 Carpenter Blvd. DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood Road Fountain City KNOXVILLE

ELECTRONICS MEET

Slated Sept. 29 to Oct. 1

EIGHTH annual National Electronics Conference and Exhibition will be held Sept. 29-Oct. 1 at Chicago's Hotel Sherman, it was announced last week.

The three-day meeting will look at electronic development during the past year and also possibilities in the electronic world of tomorrow.

Among subjects of interest to broadcasters are high frequency electron tubes, waveguides, transistors, antennas, audio developments and television.

The conference is sponsored by the American Institute of Electrical Engineers, the Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and the U. of Illinois with Purdue U., the U. of Wisconsin and the Society of Motion Picture & Television Engineers participating.

Wolcott H. Pitkin

WOLCOTT H. PITKIN, 70, who recently retired from active duty as vice chairman, counsel and director of International Telephone & Telegraph Corp., died last Monday at his home in Hohokus, N. J. Born in Albany, N. Y., and a graduate of Harvard U., Mr. Pitkin joined IT&T in 1925 and six months later became vice president and general counsel.

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE NBC Affiliate

570 KC

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

allied arts

KENNETH B. BOOTHE, manager of Instrumentation Div., Audio & Video Products Corp., N. Y., promoted to director and elected vice president.

SEYMOUR J. COOPER elected president of Emerson West Coast Corp., San Francisco, distributor of Emerson radio-TV sets in northern California.

JAMES B. LINDSAY, vice president of Thomas Electronics, named special engineering representative for Kahle Engineering Co., North Bergen, N. J.

DANIEL F. CONNELL, vice president in charge of client service operations for midwest district of Research Corp. of America, Chicago, to similar post with same firm, headquartered in N. Y.

ROBERT R. BLANCHARD appointed director of sales activities in Rocky Mountain area for Gates Radio Co., Quincy, Ill. Territory includes Colorado, Wyoming, Utah, western Kansas and New Mexico. BOB STAHLHUTH, production supervisor, McDonnell Aircraft Corp., St. Louis, to Gates as production control manager.

Mr. Stahlhuth

Mr. Blanchard

JIM McKIBBEN, script editor and promotion manager, Standard Radio Transcriptions, Hollywood, leaves firm Sept. 1. Standard has discontinued script service which Mr. McKibben supervised.

ARTHUR P. JACOBS, Beverly Hills public relations firm, appointed to handle West Coast publicity for Screen Producers Guild.

FRANK A. JOHNSON, assistant sales manager for Starrett Television Corp., N. Y., to Majestic Radio & Television Div. of Wilcox-Gay Corp., as district sales manager in the New York State trading area.

LOU SMITH, Caine Sales Co., Chicago, appointed field sales engineer, Amperex Electronic Corp., Hicksville, N. Y., in territory covering Illinois, Indiana, Wisconsin and Davenport, Iowa.

PHILCO Corp.'s Government and Industrial Div. relocates at 4700 Wissahickon Ave., Phila. Telephone is Tennessee 9-4000.

ALBERT C. GABLE, manager of engineering for General Electric Co.'s industrial and transmitting tube operation, presented first service award from Joint Electron Tube Engineering Council at council's meeting at Big Moose Lake, N. Y.

THOMPSON-McDONALD, Hollywood, public relations firm, has moved to 6612 Sunset Blvd. Telephone is Hudson 2-7249.

JEROME E. HOAG Jr., New York district representative for Television-Radio Div., Westinghouse Electric Corp., to St. Louis in similar capacity, replacing DONALD HARRIS who transfers to Southwest district headquartered in Dallas, Tex.

MARSHALL C. WELLS, sales manager, Hoffman Sales Corp., L. A., to Golden State Appliance Distributing Corp., that city, as general sales manager.

SIDNEY K. WOLF, associate professor of management at New York U., appointed to board of directors of Audio & Video Products Corp., N. Y.

ALLEN B. DuMONT Labs., Television Transmitter Div., has issued new 20-page booklet on DuMont universal image orthicon TV camera chain Model TA-124-E. Booklet describes camera chain as single, triple-duty unit for use in studios, in field and for film pickup and stresses value to new stations operating under tight budgets.

FRANCIS W. FLORSHEIM, Columbia Wire & Supply Co., Chicago, named chairman of Assn. of Electronic Firms. Other officers are: KARL W. JENSEN, Jensen Industries, vice chairman; HELEN STANILAND QUAM, Quam-Nichols, treasurer, and KENNETH C. PRINCE, executive secretary.

DAVEN Co., Newark, N. J., announces availability of latest brochure on attenuators showing wide variety of controls including radio frequency attenuators, stereophonic controls and "T," balanced "H," ladder and potentiometer type audio attenuators.

FRANCIS VAN HARTESVELDT, director of NBC radio *Father Knows Best* for Benton & Bowles Inc., Hollywood, and writer on NBC-TV *Sky King*, to Roy Rogers Enterprises as writer-director on NBC radio *Roy Rogers Show*.

SPEER RESISTOR Div., Speer Carbon Co., has moved manufacturing facilities from St. Marys, Pa., to Bradford, Pa. Sales and executive offices remain at former location.

LOIS WINSTON, publicity director of Biow Co., N. Y., to Roger & Cowan, public relations consultants, as account executive on firm's radio and television accounts.

Equipment . . .

ROHN Mfg. Co., Peoria, Ill., announces manufacture of "fold-over tower" which makes use of firm's standard tower sections and "fold-over" kit. Kit consists of short base section, hinge section, boom and reel and cable mechanism. Tower hinges near mid-section and can be raised and lowered by turning crank on reel.

Technical . . .

BOB HESS, transmitter engineer, KSEI Pocatello, Ida., to FCC Monitoring Station, Twin Falls.

DEAN KINER, chief engineer, KCSB San Bernardino, to KPOL Los Angeles as transmitter supervisor.

Electronic Goals

ESTABLISHMENT of small business shares for three electronic expansion goals has been announced by the Small Defense Plants Administration. Small firms will derive 33% of the $7 million of new capital investment in added productive capacity by 1954. The electronics goals involve electrical connectors, high voltage switchgear and electrical transformers for the Army and Navy. Small business firms are defined as those employing 300 or less. The Defense Production Administration will hold the shares not less than 30 days. DPA sets the expansion goals for electronics and other industries while applications for speedy tax writeoffs to expand are supplied by National Production Authority field offices.

TWO day technical conference will be held Oct. 13-14 for engineers of member station of Central Canada Broadcasters Assn. at the Royal Connaught Hotel, Hamilton, Ont. Four talks on tape recording engineering in television, audio control and engineering operations at broadcast stations, will be featured during the two day meet.

THE LATEST WCKY STORY

Oh What a Beautiful Morning!

Morning Advertisers 7 to 9 AM on WCKY are getting the lowest cost per thousand buy in Cincinnati.

WCKY...ON THE AIR EVERYWHERE—24 HOURS A DAY—7 DAYS A WEEK

WCKY CINCINNATI

Networks' Commercials Signed

(Continued from page 23)

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952	Hours Per Week 1951	Hours Per Week 1952
American Home Products	Just Plain Bill	83,597	NBC	137	141	d1:15	d1:15
	Big Show	20,178	NBC	167	...	0:10	.....
	Mr. Keen	20,178	NBC	167	...	0:10	.....
	Martin & Lewis	20,178	NBC	167	...	0:10	.....
	Our Gal Sunday	90,379	CBS	168	177	d1:15	d1:15
	Helen Trent	91,195	CBS	173	177	d1:15	d1:15
	Front Page Farrell	94,086	NBC	132	129	d1:15	d1:15
American School	Gabriel Heatter	23,596	MBS	356	...	0:07½	.....
American Tel. & Tel. Co.	Telephone Hour	75,857	NBC	168	186	0:30	0:30
American Trucking Assn.	American Forum of the Air	30,267	NBC	167	...	d0:30	.....
American Tobacco Co.	Jack Benny	68,620	CBS	199	207	0:30	0:30
	Les Higbie }	99,258*	MBS	389	...	d0:25	.....
	Happy Felton }		MBS	517	...	d0:25	.....
	Kenneth Banghart	37,281	NBC	97	...	d0:25	.....
	Your Hit Parade	60,880	NBC	168	190	0:30	0:30
	Big Story	76,572	NBC	170	191	0:30	0:30
Armour & Co.	Dial Dave Garroway	116,024	NBC	167	187	d1:15	d1:15
Armstrong Cork Co.	Theatre of Today	33,136	CBS	186	185	d0:30	d0:30
Assn. of American Railroads	Railroad Hour	76,307	NBC	171	192	0:30	0:30
B. T. Babbitt Inc.	Bab-O Reporter	114,211	MBS	468	...	d2:30	.....
Beltone Hearing Aid Co.	Edwin C. Hill	7,858	CBS	129	...	0:07½	.....
	Gabriel Heatter	15,541	MBS	267	280	0:15	0:07½
Best Foods	Larry LeSueur	.....	CBS	...	193	.....	d0:05
Ben-Hur Products	Bob Garred	6,767	ABC	26	...	d0:30	.....
Hazel Bishop Inc.	Inside News of Hollywood	31,777	ABC	146	...	0:25	.....
	Inside News of Hollywood	.....	NBC	...	190	.....	d0:25
	Lorenzo Jones	.....	NBC	...	190	.....	d0:45
Bloch Bros. Tobacco Co.	Football Scores	1,967	MBS	191	...	0:15	.....
Book Associates	Magic of Believing	2,369	CBS	50	...	0:15	.....
	Your Legal Adviser	7,936	MBS	51	...	0:15	.....
Borg-Warner Corp.	Red Skelton	22,560	CBS	54	...	0:30	.....
Bristol-Myers Co.	Break the Bank	127,209	ABC	285	319	d1:30	d1:30
	Mr. District Attorney	59,450	ABC	284	...	0:25	.....
Brown Shoe Co.	Smilin' Ed McConnell	14,045	NBC	127	...	d0:30	.....
	Smilin' Ed McConnell	.....	CBS	...	120	.....	d0:30
Burton-Dixie Corp.	Paul Harvey	28,896	ABC	116	139	0:15	0:15
Bu-Tay Products	Chet Huntley	.....	ABC	...	29	.....	d0:02
Bymart-Tintair	Somerset Maugham Theatre	7,048	NBC	132	...	d0:30	.....
Campana Corp.	News	10,636	CBS	182	188	d0:05	d0:05
Campbell Soup Co.	Double or Nothing	157,487	NBC	130	147	d2:30	d2:30
	Double or Nothing	70,815	NBC	34	...	d2:30	.....
	Club 15	241,754	CBS	164	163	1:15	0:45
Cannon Mills Co.	Give and Take	28,080	CBS	149	149	d0:30	d0:30
Carnation Co.	Stars Over Hollywood	28,764	CBS	150	149	d0:30	d0:30
	Contented Hour	70,440	CBS	184	...	0:30	.....
	Aunt Mary	11,358	NBC	23	...	d1:15	.....
Carter Products	City Hospital	29,076	CBS	146	148	d0:30	d0:30
	Drew Pearson	16,454	ABC	160	211	0:15	0:15
Champion Spark Plug Co.	Roll Call	23,777	ABC	287	...	0:05	.....
Chesebrough Mfg. Co.	Dr. Christian	81,072	CBS	182	181	0:30	0:30
Christian Reformed Church	Back to God Hour	20,675	MBS	252	274	d0:30	d0:30
Chrysler Corp.	You Bet Your Life	75,668	NBC	167	193	0:30	0:30
Churches of Christ	Herald of Truth	.....	ABC	...	175	.....	d0:30
Cities Service Co.	Band of America	58,320	NBC	97	113	0:30	0:30
Club Aluminum Products Co.	Club Time	3,216	ABC	20	21	d0:15	d0:15
Coca-Cola Co.	Charlie McCarthy	74,843	CBS	201	...	0:30	.....
	Mario Lanza Show	61,096	NBC	172	207	0:30	0:30
Colgate-Palmolive-Peet Co.	Strike It Rich	50,896	CBS	145	...	d2:30	.....
	Strike It Rich	64,570	NBC	166	179	d2:30	d2:30
	Mr. and Mrs. North	84,105	CBS	192	181	0:30	0:30
	Our Miss Brooks	57,756	CBS	191	189	0:30	0:30
	Bob and Ray	.....	NBC	...	170	.....	d1:15
	King's Row	37,430	CBS	51	...	d1:15	.....
Consolidated Grocers Corp.	Arthur Godfrey	64,194	CBS	174	...	d0:37½	.....
Continental Baking Co.	Grand Slam	60,651	CBS	48	49	d1:15	d1:15
Cream of Wheat Corp.	Let's Pretend	24,079	CBS	156	153	d0:25	d0:25
Credit Union National Assn.	Gabriel Heatter	.....	MBS	...	527	.....	0:15
Dawn Bible Students Assn.	Frank and Ernest	16,964	MBS	345	351	d0:30	0:15
Dr. Pepper Co.	Sports Roundup	7,608	CBS	54	...	0:15	.....
	Old Dominion Barn Dance	.....	CBS	...	44	.....	0:15
John H. Dulany & Son	Daily Double	11,126	ABC	48	...	d0:25	.....
E. I. duPont de Nemours & Co.	Cavalcade of America	73,589	NBC	155	166	0:30	0:30
Economics Lab.	Galen Drake	10,682	CBS	184	...	d0:05	.....
Electric Auto-Lite Co.	Suspense	87,350	CBS	184	181	0:30	0:30
Electric Co.'s Advertising Program	Meet Corliss Archer	.....	ABC	...	275	.....	0:30
	Meet Corliss Archer	63,974	CBS	179	...	0:30	.....
Equitable Life Assurance Society of the U. S.	This Is Your FBI	71,174	ABC	281	319	0:30	0:30
Ex-Lax Inc.	Doctor's Wife	.....	NBC	...	172	.....	d1:15
Faultless Starch Co.	Faultless Starch Time	5,123	NBC	53	59	d0:15	d0:15
Firestone Tire & Rubber Co.	Voice of Firestone	68,891	NBC	141	152	0:30	0:30
First Church of Christ, Scientist	Christian Science Monitor Views the News	12,178	ABC	17	19	0:15	0:15
Flako Products Corp.	Galen Drake	.....	CBS	...	48	.....	d0:05
Ford Motor Co.	Bob Trout	.....	CBS	...	...	.....	0:15
Free Methodist Church of North America	Light and Life Hour	2,040	ABC	35	72	d0:30	d0:30
French Sardine Co.	Arthur Godfrey	.....	CBS	...	175	.....	d0:37½
General Candy Co.	True Detective Mysteries	32,778	MBS	521	534	d0:30	0:15
General Conference of Seventh Day Adventists	Voice of Prophecy	17,664	ABC	101	139	d0:30	d0:30
	Voice of Prophecy	23,624	MBS	332	325	d0:30	d0:30
General Electric Co.	Football Roundup	103,404	CBS	152	...	d3:00	.....
General Foods Corp.	Grady Cole	9,538	CBS	41	48	d0:45	d0:45
	Grady Cole	.....	CBS	...	57	.....	d0:30
	Gangbusters	50,068	CBS	157	155	0:25	0:25
	When a Girl Marries	44,606	ABC	94	...	d1:15	.....
	Breakfast Club	113,241	ABC	237	...	d1:15	.....
	Bill Shadel	9,944	CBS	154	...	0:05	.....
	Wendy Warren	89,746	CBS	158	162	d1:15	d1:15
	Father Knows Best	63,457	NBC	156	153	0:30	0:30
	Hopalong Cassidy	59,652	CBS	154	...	0:30	.....
	Roy Rogers	61,096	NBC	172	153	0:30	0:25
	Renfrew Valley	24,193	CBS	60	...	d1:15	.....
	Sunday Morning Gathering	26,123	CBS	107	107	d0:45	d0:45
	Home Folks	.....	CBS	...	86	.....	d0:50
	Second Mrs. Burton	56,739	CBS	78	129	d1:15	d1:15
	Bob Trout	.....	CBS	...	...	.....	0:10
	Tarzan	.....	CBS	...	154	.....	0:30
	Sanka Salutes	.....	CBS	...	155	.....	0:05
	Log Cabin News	.....	NBC	...	153	.....	0:05
General Mills	Live Like a Millionaire	103,086	NBC	74	...	2:05	.....
	Lone Ranger	145,818	ABC	137	159	1:30	1:30
	Betty Crocker	105,785	ABC	203	319	1:15	d1:15
	Edward Arnold	35,235	ABC	202	...	0:25	.....
	Mr. Mercury & Silver Eagle	104,823	ABC	152	177	1:00	1:00
	Whispering Streets	.....	ABC	...	230	.....	d1:15
	Bill Ring Show	.....	ABC	...	166	.....	d1:15
	Cal Tinney	.....	ABC	...	271	.....	d2:05
General Motors Corp.	Arthur Godfrey	.....	CBS	...	184	.....	d0:37½
	Henry J. Taylor	46,112	ABC	163	...	0:15	.....
	Peggy Lee Show	.....	CBS	...	...	.....	0:30
	Your Land and Mine	.....	ABC	...	182	.....	0:15

(Continued on page 78)

Haberdashing is Flabbergasting in America's Miracle Market

Norfolk — Portsmouth — Newport News

Sales of men's and boys' furnishings and clothing climbed 11% over the year before, and the climb is even steeper for this year. You'll be flabbergasted at the sales gains on almost *everything* in this rich market where you get full penetration only with *dominant* WTAR-AM and *exclusive* WTAR-TV. Use both stations to give your sales a shot in the arm. Get the figures from the Petry Company NOW.

AM-TV-FM

AM-FM: NBC AFFILIATE

TV: ALL NETWORKS

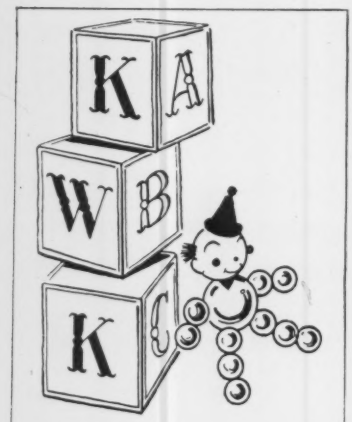
WTAR

NORFOLK, VIRGINIA

Networks' Commercials Signed

(Continued from page 77)

Advertiser	Program	Gross Time Charges Oct. '51	Net-work	Stations 1951	Stations 1952	Hours Per Week 1951	Hours Per Week 1952
Gillette Co.	Fights	€8,630	ABC	244	323	0:30	0:30
	World's Series	140,383	MBS	693		d15**	
	Arthur Godfrey	59,219	CBS	178	175	d0:37½	d0:37½
	Grand Central Station	32,189	CBS	176	177	d0:30	d0:30
	Nora Drake	118,714	CBS	165	173	d1:15	d1:15
	It Happens Every Day	.....	CBS	...	162	.....	d0:25
	Break the Bank	.....	ABC	...	320	.....	d1:00
Goodyear Tire & Rubber Co.	Greatest Story Ever Told	51,187	ABC	280	299	d0:30	d0:30
Gospel Broadcasting Assn.	Old Fashioned Revival Hour	65,788	ABC	246	269	d1:00	d1:00
Billy Graham Evangelistic Assn.	Hour of Decision	39,000	ABC	220	331	d0:30	d0:30
Green Giant Canning Co.	People Are Funny	.....	CBS	...	176	.....	0:15
	House Party	.....	CBS	...	164	.....	d0:15
Greystone Corp.	No School Today	2,944	ABC	65	...	d0:15	.....
Gruen Watch Co.	Walter Winchell	.....	ABC	...	321	.....	0:15
Gulf Oil Corp.	We, the People	44,744	NBC	118		0:30	
	Counterspy	.....	NBC	...	135	.....	0:30
Hall Brothers	Hallmark Playhouse	64,608	CBS	182	193	0:30	0:30
Theodore Hamm Brewing Co.	Edward R. Murrow	26,386	CBS	22	23	0:37½	0:37½
H. J. Heinz Co.	Ozzie and Harriet	71,448	ABC	283	...	0:30	.....
George A. Hormel Co.	Music with the Hormel Girls	27,264	CBS	120	119	d0:30	d0:30
	Music with the Hormel Girls	16,913	NBC	40		d0:30	
Hotpoint Co.	Chet Huntley	.....	ABC	...	20	.....	0:15
Imperial Candy Co.	Ozzie and Harriet	.....	ABC	...	321	.....	0:15
International Shoe Co.	Howdy Doody	.....	NBC	...	81	.....	d0:15
International Tel. & Tel. Co.	Van Deventer	9,014	MBS	312	...	d0:15	.....
Jackson & Perkins Co.	Bill Adams	3,957	CBS	31	...	d0:15	.....
Andrew Jergens Co.	Jergens-Woodbury Journal	47,153	ABC	281	...	0:15	.....
Johns-Manville Corp.	Bill Henry	112,462	MBS	437	429	0:25	0:25
S. C. Johnson & Son	Headline News	.....	MBS	...	548	.....	d0:30
	Capital Commentary	.....	MBS	...	548	.....	d0:50
	Cecil Brown	.....	MBS	...	532	.....	0:50
	Pee Wee Reese	.....	MBS	...	550	.....	0:15
Kellogg Co.	Mark Trail	80,120	ABC	224	...	d1:15	.....
	Victor Borge	17,220	ABC	224	...	d0:15	.....
	Wild Bill Hickok	23,780	MBS	379	460	0:25	d1:15
	Clyde Beatty	78,467	MBS	427	...	d1:15	.....
	Carl Smith	.....	CBS	...	155	.....	d0:15
	Carl Smith	.....	MBS	...	200	.....	d0:15
Kingan & Co.	King Arthur Godfrey	16,287	CBS	94	88	d0:30	d0:30
LaMaur Products	George Fisher	3,300	CBS	30	...	0:15	.....
Lambert Co.	Ozzie and Harriet	.....	ABC	...	321	.....	0:15
Lever Brothers Co.	Big Town	71,321	NBC	134	...	0:30	.....
	Lux Radio Theater	144,250	CBS	176	...	1:00	1:00
	Godfrey's Talent Scouts	71,868	CBS	164	155	0:30	0:30
	Aunt Jenny	117,999	CBS	143	145	d1:15	d1:15
	Arthur Godfrey	123,715	CBS	179	176	d1:15	d1:15
	Lone Journey	118,619	ABC	250	...	d1:15	.....
	House Party	.....	CBS	...	164	.....	d1:15
Lewis-Howe Co.	Hollywood Theatre	77,045	NBC	167	...	0:30	.....
Liggett & Myers Tobacco Co.	Arthur Godfrey	203,974	CBS	205	190	d2:30	d1:15
	Bing Crosby	85,103	CBS	202	...	0:30	.....
	Big Show	20,178	NBC	167	...	0:10	.....
	Bob Hope	76,572	NBC	170	...	0:30	.....
	Mr. Keen	20,178	NBC	167	...	0:10	.....
	Martin & Lewis	20,178	NBC	167	190	0:10	0:30
	Dragnet	60,880	NBC	168	185	0:30	0:30
Libby, McNeill & Libby	Nick Carter	.....	MBS	...	299	.....	0:30
Locke Stove Co.	Duke of Paducah	.....	NBC	...	26	.....	0:30
Longines-Wittnauer Watch Co.	Symphonette	30,218	CBS	154	...	d0:30	d0:30
	Choraliers	61,204	CBS	156	155	0:30	0:30
P. Lorillard Co.	Original Amateur Hour	82,913	ABC	284	...	0:45	.....
	Stop the Music	24,775	ABC	191	...	0:15	.....
	Queen for a Day	121,790	MBS	456	541	d1:15	d1:15
	Two for the Money	.....	NBC	...	190	.....	0:30
Lutheran Church-Missouri Synod	Lutheran Hour	26,987	MBS	416	418	d0:30	d0:30
M. J. B. Co.	Chet Huntley	8,170	ABC	37	...	d1:15	.....
Manhattan Soap Co.	Woman in My House	117,348	NBC	168	183	d1:15	d1:15
Mars Inc.	People Are Funny	28,184	CBS	149	176	0:15	0:15
Metropolitan Life Insurance Co.	News	35,642	CBS	25	30	1:15	1:15
Miles Labs	Hilltop House	87,011	CBS	144	149	d1:15	d1:15
	Curt Massey Time	86,804	CBS	146	151	d1:15	d1:15
	Curt Massey Time	111,112	MBS	473	479	d1:15	d1:15
	News of the World	168,043	NBC	158	169	1:15	1:15
	One Man's Family	170,299	NBC	156	167	1:15	1:15
Miller Brewing Co.	Robert F. Hurleigh	23,391	MBS	137	...	0:25	.....
	First Nighter	.....	NBC	...	103	.....	0:25
Philip Morris & Co.	Horace Heidt	65,552	CBS	187	...	0:30	.....
	Break the Bank	63,604	ABC	256	...	d1:00	.....
	Romance of Evelyn Winters	87,241	ABC	251	...	d1:15	.....
	Eddie Cantor	43,262	NBC	150	...	0:30	.....
	Playhouse	72,887	NBC	153	...	0:30	.....
	Against the Storm	90,838	ABC	256	...	d1:15	.....
	Playhouse	.....	CBS	...	173	.....	0:30
Morton Salt Co.	Visitin' Time	10,389	CBS	27	...	0:30	.....
Motor Products Corp.	Gabriel Heatter	.....	MBS	...	523	.....	0:15
Motorola Inc.	True Detective Mysteries	.....	MBS	...	530	.....	d0:15
Murine Co.	Cedric Foster	16,134	MBS	517		0:05	
	Gabriel Heatter	.....	MBS	...	546	.....	0:15
Mutual Benefit Health and Accident Assn.	Bob Considine	20,020	NBC	165	183	d0:15	d0:15
National Biscuit Co.	Arthur Godfrey	127,670	CBS	192	189	d1:15	d1:15
National Dairy Products Corp.	Queen for a Day	52,477	MBS	530	...	d0:30	.....
	Great Gildersleeve	79,688	NBC	153	169	0:30	0:30
North American Van Lines	Jay Stewart's Fan Mail	3,063	ABC	286	...	d0:05	.....
	Jay Stewart's Fan Mail	7,319	CBS	171	...	d0:05	.....
Naumkeag Steam Cotton Co. (Pequot Mills)	Paula Stone Show	.....	MBS	...	530	.....	d0:45
Noxzema Chemical Co.	Gabriel Heatter	26,780	MBS	99	105	0:15	0:15
O'Cedar Corp.	Breakfast Club	.....	ABC	...	309	.....	d0:45



In St. Louis, it's easy as A-B-C

KWK is THE radio buy!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

FARM PROJECT

WIBW Modernizes in a Day

A DECREPIT, run-down old farm that netted only $6 last year and scarcely drew a second look from passersby has been renovated into a modern and profitable farm property—thanks to an enterprising radio station.

Under the leadership of farm director Wes Seyler, WIBW Topeka, Kan. went to work on the buildings and land as part of its "Balanced Farming & Family Living Day" project. The results were something to behold for over 20,000 people who witnessed the transition.

Mr. Seyler called on merchants, dealers and agricultural agencies to cooperate with him and the owner and tenant. Together they worked a series of minor miracles involving a new house, milking barn, a detention dam, land renovation, and a modern water system. Volunteers also pitched in.

WIBW entertainers furnished music for workers and farm spectators who swarmed in from 18 states. Ben Ludy, WIBW manager, said the one-day program afforded a practical demonstration of 10 steps involved in the development of a modern farm. So appreciative of Mr. Seyler's efforts were the local citizens that they donated proceeds from a concession stand on the grounds and staked him to a fishing trip complete with equipment.

EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WBBW'S concentrated coverage is not wasted on cornfields. Here's pin point selling that falls on receptive ears, "buying" ears — right in a market that really counts.

WBBW — the new ABC affiliate in Youngstown — brings you . . .

Concentrated Coverage and No Waste Circulation

ABC

WBBW

REP. FORJOE & CO. INC.

Advertiser	Program	Gross Time Charges Oct. '51	Network	Stations 1951	Stations 1952	Hours Per Week 1951	Hours Per Week 1952
Orange Crush Co.	Green Hornet	$	MBS	...	245	.....	d1:00
Owens-Corning Fiberglas Corp.	Arthur Godfrey	.....	CBS	...	184	.....	d0:37½
Pabst Brewing Co.	Boxing Bouts	75,269	CBS	205	189	0:30	0:30
Pacific Western Oil Corp.	Alex Drier, This Farming Business	15,518	NBC	27	30	d1:30	d1:30
Pal Blade Co.	Rod & Gun Club of the Air	12,550	MBS	140	196	0:25	0:25
	Gabriel Heatter	35,672	MBS	333	...	0:15	.....
Peter Paul Inc.	Bob Garred	5,441	ABC	31	...	d0:30	.....
Pearson Pharmacal Co.	My Friend Irma	28,920	CBS	190	...	0:30	.....
	Gabriel Heatter	35,968	MBS	325	...	0:15	.....
	Inner Sanctum	.....	CBS	...	85	.....	0:30
Pet Milk Co.	Mary Lee Taylor	29,176	NBC	152	157	d0:30	d0:30
	Fibber McGee & Molly	72,401	NBC	152	...	0:30	.....
	Truth or Consequences	.....	NBC	...	166	.....	0:30
Philco Corp.	Breakfast Club	140,159	ABC	283	315	d1:15	d1:15
Phillips Petroleum Co.	Edwin C. Hill	.....	ABC	...	310	.....	0:25
	Rex Allen	29,262	CBS	70	...	0:30	.....
Pillsbury Mills	Arthur Godfrey	127,188	CBS	190	188	d1:15	d1:15
	House Party	141,342	CBS	160	164	d2:30	d1:00
	Cedric Adams	28,290	CBS	160	...	d0:25	.....
Procter & Gamble Co.	Young Dr. Malone	68,717	CBS	151	157	d1:15	d1:15
	Road of Life	77,065	NBC	153	166	d1:15	d1:15
	Pepper Young's Family	77,976	NBC	158	168	d1:15	d1:15
	Lowell Thomas	109,158	CBS	105	128	1:15	1:15
	Right to Happiness	77,070	NBC	155	165	d1:15	d1:15
	Big Sister	66,240	CBS	148	155	d1:15	d1:15
	Beulah	154,798	CBS	124	133	1:15	1:15
	Welcome Travelers	138,250	NBC	143	151	d2:30	d2:30
	Lorenzo Jones	37,421	NBC	80	...	d1:15	.....
	Backstage Wife	69,694	NBC	143	152	d1:15	d1:15
	Guiding Light	70,252	CBS	154	158	d1:15	d1:15
	Brighter Day	65,968	CBS	141	149	d1:15	d1:15
	Rosemary	32,283	CBS	140	150	d1:15	d1:15
	Ma Perkins	77,919	CBS	158	160	d1:15	d1:15
	Perry Mason	69,713	CBS	157	158	d1:15	d1:15
	Tide Show	176,846	CBS	151	...	1:15	.....
	Life Can Be Beautiful	77,272	NBC	155	170	d1:15	d1:15
	Jack Smith Show	.....	CBS	...	161	.....	1:15
	Young Dr. Malone	.....	NBC	...	188	.....	d1:15
	Brighter Day	.....	NBC	...	188	.....	d1:15
Protam Corp.	Health Quiz	2,747	MBS	240	...	d0:15	.....
	Health Quiz	3,197	MBS	237	...	d0:15	.....
Prudential Insurance Co. of America	Jack Berch	134,525	ABC	256	...	d1:15	.....
Pure Oil Co.	News Time	50,634	NBC	35	36	1:15	1:15
Quaker Oats Co.	Sgt. Preston of the Yukon	31,491	MBS	441	...	0:30	.....
	Sgt. Preston of the Yukon	50,784	MBS	407	418	d1:00	d1:00
	Man on the Farm	24,838	MBS	405	408	d0:30	d0:30
	Queen for a Day	.....	MBS	...	541	.....	d0:30
Radio Bible Class	Radio Bible Class	27,197	MBS	311	310	d0:30	d0:30
Radio Corp. of America	Phil Harris-Alice Faye	57,715	NBC	167	190	0:30	0:30
	Meredith Willson	76,148	NBC	168	...	0:30	.....
Ralston Purina Co.	Space Patrol	36,114	ABC	284	324	d0:30	0:30
Raytheon Mfg. Co.	John Cameron Swayze	18,724	NBC	133	...	d0:15	.....
Rexall Drug Co.	Amos 'n' Andy	65,010	CBS	191	188	0:30	0:30
Reynolds Metals Co.	Big Show	45,254	NBC	167	...	0:30	.....
	Trotting Races	5,605	ABC	263	...	d0:15	.....
	Fibber McGee & Molly	.....	NBC	...	191	.....	0:30
R. J. Reynolds Tobacco Co.	Bob Hawk	80,330	CBS	178	176	0:30	0:30
	Football Scoreboard	13,624	CBS	114	...	d0:15	.....
	Vaughn Monroe	64,264	CBS	178	...	0:30	.....
	Play-off Games	15,700	MBS	483	...	d7:30†	.....
	Richard Diamond	69,708	ABC	283	...	0:30	.....
	Grand Ole Opry	59,022	NBC	162	179	0:30	0:30
	My Friend Irma	.....	CBS	...	175	.....	0:30
	Vaughn Monroe	.....	NBC	...	179	.....	0:30
Richfield Oil Corp.	Richfield Reporter	27,070	NBC	21	...	1:30	.....
Ronson Art Metal Works	Hollywood Stars on Stage	39,360	ABC	119	...	0:25	.....
Joseph Schlitz Brewing Co.	Halls of Ivy	74,784	NBC	169	...	0:30	.....
Seabrook Farms Co.	Private Files of Matthew Bell	.....	MBS	...	136	.....	d0:30
Seeman Brothers Inc.	Monday Morning Headlines	40,267	ABC	261	...	0:15	.....
	Nora Drake	.....	CBS	...	173	.....	d0:45
Serutan Co.	Victor H. Lindlahr	97,117	ABC	138	...	d1:15	.....
	Victor H. Lindlahr	.....	NBC	...	190	.....	d1:15
Sinclair Oil Corp.	Charles Collingwood	5,466	CBS	41	...	d0:15	.....
	Larry LeSueur	10,727	CBS	41	...	0:15	.....
Standard Oil Co. of California	The Whistler	6,197	CBS	22	...	0:30	.....
	Standard Hour	11,790	NBC	25	...	0:30	.....
Standard Oil Co. of Indiana	Edward R. Murrow	107,606	CBS	83	80	0:37½	0:37½
State Farm Insurance Companies	Cecil Brown	27,994	MBS	464	477	0:10	0:10
Sterling Drug Inc.	Young Widder Brown	83,975	NBC	147	155	d1:15	d1:15
	Ladies Fair	160,698	MBS	528	545	d2:05	d2:05
	Mystery Theater	88,743	ABC	289	...	0:30	.....
	My True Story	153,525	ABC	215	244	d2:05	d2:05
	Pursuit	68,391	CBS	150	...	0:30	.....
	Stella Dallas	83,975	NBC	147	155	d1:15	d1:15
	John J. Anthony	.....	MBS	...	510	.....	0:30
Stokely-Van Camp	John Conte	.....	ABC	...	286	.....	d0:25
Sun Oil Co.	Three Star Extra	82,950	NBC	34	34	1:15	1:15
Swift & Co.	Breakfast Club	225,710	ABC	287	315	d2:30	d2:30
	Red Foley	18,920	NBC	43	...	d1:15	.....
	Sky King	62,974	MBS	526	...	d0:50	.....
Sylvania Electric Products	Sammy Kaye	25,711	ABC	77	...	d0:30	.....
	Grantland Rice	24,887	CBS	64	...	0:15	.....
Tidewater Associated Oil Co.	Football Games	14,546	NBC	25	...	d3:00	.....
U. S. Government	Game of the Week	20,092	ABC	177	...	d3:00	.....
	Frankie Laine	27,432	CBS	147	...	d0:30	.....
	Sports Desk	2,502	NBC	30	...	d0:15	.....
U. S. Steel Corp.	Theatre Guild on the Air	96,480	NBC	169	187	1:00	1:00
U. S. Tobacco Co.	Martin Kane	30,267	NBC	167	184	d0:30	d0:30
V C A Labs	Gabriel Heatter	26,936	MBS	179	367	0:15	0:15
	Chet Huntley	3,880	ABC	40	...	d0:15	.....
Vick Chemical Co.	News	.....	MBS	...	556	.....	d0:05
Warner-Hudnut Inc.	Walter Winchell	47,448	ABC	282	...	0:15	.....
Wesson Oil & Snowdrift Co.	Dr. Paul	26,889	NBC	57	61	d1:15	d1:15
Westinghouse Electric Co.	Pick the Winner	.....	CBS	...	193	.....	d0:30
Wildroot Co.	Wismer's Scoreboard	5,558	ABC	162	...	d0:05	.....
	FBI in Peace and War	39,944	CBS	154	...	0:15	.....
	The Shadow	34,830	MBS	530	540	d0:30	d0:15
	Twenty Questions	.....	MBS	...	500	.....	0:15
	News	.....	MBS	...	300	.....	0:10
William Wrigley Jr. Co.	Life With Luigi	82,982	CBS	184	184	0:30	0:30
	Gene Autry	65,596	CBS	179	182	0:30	0:30

* Figure includes charges for both Les Higbie and Happy Felton.
** October only.
Letter "D" indicates daytime, before 6 p.m.
† One week only.
Source of October 1951 Time Charges—Publishers Information Bureau.
Where program has more than one sponsor, time is divided among advertisers, which accounts for fractional figures appearing on list.

SURPRISE PACKAGE

Tape Records Oslo Party

A SHORTWAVE set with a tape recording attachment turned a prepared broadcast into a surprise package for George Grim, WCCO-AM-TV Minneapolis-St. Paul newscaster and commentator.

Minnesota's many Scandinavians were naturally interested in the celebration in Oslo of Norwegian King Haakon's birthday. For his Aug. 3 newscast, Mr. Grim had included a second-hand description of the festivities. Just before leaving for the studio, Mr. Grim checked his shortwave-tape in his home. Only then did he learn that a BBC *Radio Newsreel*, broadcast earlier, had been preserved on the tape. It gave in English a running account of events in Oslo.

Mr. Grim had phoned the Norwegian consul general in Minneapolis earlier that day, telling the consul that he would be paying homage to King Haakon that evening on his newscast. The consul general was going to a church meeting but took a radio with him. Unexpectedly, the audience found themselves a part of goings-on half a world away.

programs promotion premiums

ORGANIZATIONS such as the Boy Scouts, Little League baseball clubs, Sunday School classes will help out WNHC New Haven in its "Get Out the Vote" campaign. Children will deliver minute announcements live on TV and taped on radio, telling why they feel their elders should go to the polls in November. Station hopes that youngsters who see and hear the children on WNHC will be impressed and remind mom and pop of their obligation.

NO FISH STORY

"THIS Ain't No Fish Story" is the theme of a promotion piece issued by WOWO Fort Wayne, Ind., relating the response Ernie Ashley, station sportscaster, enjoyed when he offered listeners little sample fish hooks. Station reports that 10,091 letters were received from 23 states and points up the "bonus" audience outside of the station's three-state coverage area.

MUSICAL PROS AND CONS

JAZZ classics and "bop" music vie for first place on a new show, *Battlewax*, on WWIN Baltimore. Mike James is the jazz advocate who defends his musical taste against Velma L. Southard who tends toward modern music. Records are played alternately by the two followed by comments on the selection.

COMMENTS ON U. S.

COMMENTARY on American citizens and customs in this country has been launched on the ABC network. Alistair Cooke, BBC correspondent in the U. S., handles *As Others See Us* every Sunday. The program is taken directly from Mr. Cooke's weekly broadcast to Britain called *Letter From America*.

ASHTRAY PROMOTION

ASHTRAYS bearing station call letters are being distributed to the trade to promote KBIG Avalon, Calif. Two styles are being used by the station. One tray is in the shape of California; the other, the U. S.

TOPS AGAIN

FORTNIGHT ago an ad was run in a Toledo paper appealing for a hospital bed. Two responses were received by the advertiser—but no bed. One announcement was placed on WSPD Toledo and the station reports the phone rang all day with answers and offers of beds, but the request had been already taken care of three minutes after the announcement was broadcast.

WCTC ON EXHIBITION

ALL REGULAR broadcasts from 3-11 p.m. on WCTC New Brunswick, N. J., were aired from the Middlesex County Fair, Aug. 20-23. The station's fair exhibit was tied in with its "Register and Vote" campaign. Visitors received literature and buttons plugging both the station and the drive.

CABBIES ANSWER QUESTIONS

THREE "men on the street (literally)" are being seen on new weekly show, *Free Ride*, on WNBW (TV) Washington. Elaine Shepard, station personality, questions three Washington cab drivers each week. Drivers report any comments about the subject of the week they may have overheard in their cabs. A "special fare" or guest will be picked up on the show for his expert opinion on the question under discussion.

OREGON STORY

HISTORIC book, "Old Oregon Trail, Roadway of American Home Builders," is being sent to the trade by Oregon Trail Network, Lee W. Jacobs, president of KBKR Baker, Ore., has announced. The illustrated volume, by Walter Meacham, commemorates the 100th anniversary of the covered wagon migration along the Old Oregon Trail.

CABLE UPS AUDIENCE

ADVENT of the cable not only has brought network shows to WTVJ (TV) Miami, but has boosted audiences for local shows as well, according to the station. Mail on the *Bob Lynne Mystery Tune* show which follows Dave Garroway's network program *Today*, has increased from 150 to 350 letters a day since the Garroway show began on WTVJ.

MARKET BROADCASTS

STORE demonstrations in selected Fulmer Food Markets are being conducted by Agnes Lancaster, home economist at WJEL Springfield, Ohio. Show aired each weekday presents interviews with customers and personnel at various markets. Co-sponsors are Pic-Sweet Frozen Foods, Minute Maid Frozen Juices, Braun's Meats, Schaeffer Sunbean Baked Goods, Mrs. Kelly's Noodles and Borden's Dairy Products.

IN REVERSE

IN the you-too-can-be-different-if-you-try department, KNBH (TV) Hollywood has come up with this announcement. New show on the station scheduled for initial telecast in September and titled *Moola U*, will utilize the tried and true question-and-answer format but answers will be given before the questions are asked.

'BREAKFAST AT WHIL'

EVERY Saturday morning WHIL Medford, Mass., presents *Breakfast at WHIL* complete with coffee, doughnuts and all the trimmings served in Studio A at the station. Interview program is m.c.'d by Julie Lowrance.

'NIGHT BEAT' CLOSING

JACK ROWZIE, WWDC-AM-FM Washington's disc jockey, has been looking for a suitable closing theme for his all-night show. Author of winning suggestion is to receive prizes, including a $50 phonograph. Mr. Rowzie, an ex-policeman, opens with "The Black Maria," and wants a suitable theme to "unload" listeners at the end of the show. Incidentally, Mr. Rowzie came up with an unusual feature. A Marine brought an album of Japanese records to the WWDC studios, claiming that the records led hit-parades during the Japanese occupation. Mr. Rowzie played one of the records, "China Night," and was inundated with phone calls from ex-GIs and government occupation personnel who said the tune recalled pleasant memories.

ADVICE TO CIVIC GROUPS

ADVICE to civic groups who intend to use TV has been compiled in a "Guide Sheet" prepared by WAAM (TV) Baltimore for such organizations in that city. Pointers on the know-how of employing TV as a promotion tool have been drawn up in outline form with suggestions as to how civic groups may go about obtaining television time.

HISTORY PROGRAMMING

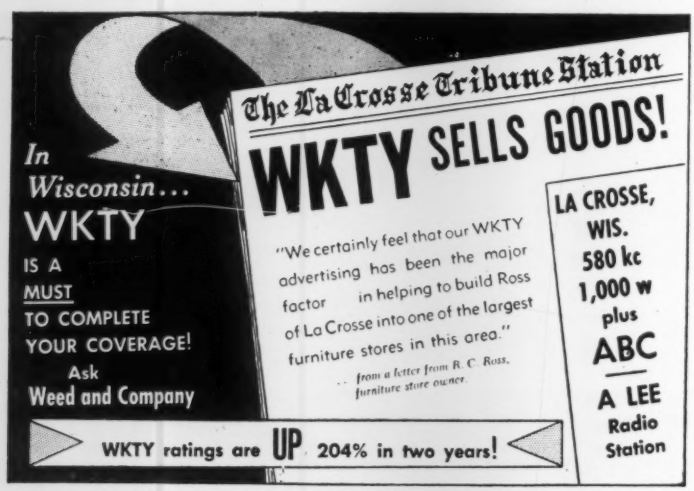
SERIES of 28 five-minute programs designed to acquaint foreign-born listeners with American history and aid them in becoming U. S. citizens has been started on Russian and Polish-language programs of WWRL Woodside, N. Y., and is being prepared for broadcast also in German, Czechoslovakian, Greek, Hungarian, Lithuanian, French, Ukranian and Syrian.

BASEBALL SCHOOL

NEW weekly series, a baseball school for sandlot league players, is being presented by WABD (TV) New York. Dolly Stark, former National League umpire, was guest on initial program with two teenage sandlot players. Rabbit Maranville, ex-major league player and program m.c., interviewed Mr. Stark while the youngsters gave a demonstration of what they had learned while playing in the sandlot league.

REMOTE TELECASTING

NINE consecutive shows were telecast as a feature from Coney Island, a Cincinnati amusement park, by WCPO-TV Cincinnati. Station reports the programming was executed without an error. Eight live shows were presented back-to-back on a 48-ft. stage. As a show concluded on one end of the stage the following one was being set up. Sections of the park were picked up for telecast by a camera with a Zoomar lens mounted on a remote truck.


In Wisconsin...
WKTY
IS A
MUST
TO COMPLETE
YOUR COVERAGE!
Ask
Weed and Company
The La Crosse Tribune Station
WKTY SELLS GOODS!
"We certainly feel that our WKTY advertising has been the major factor in helping to build Ross of La Crosse into one of the largest furniture stores in this area."
... from a letter from R. C. Ross, furniture store owner.
LA CROSSE, WIS.
580 kc
1,000 w
plus
ABC
A LEE Radio Station
WKTY ratings are UP 204% in two years!

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

book reviews . . .

BROADCASTING RELIGION, compiled by Clayton T. Griswold and Charles H. Schmitz. Published by the National Council of the Churches of Christ Broadcasting and Film Commission, 220 Fifth Ave., New York. 76 pp. $1.

THIS manual is not intended to answer all questions on religious broadcasting. It was published, rather, to provide a base of thinking from which answers may emerge.

The Broadcasting and Film Commission placed its accent on radio broadcasting rather than on telecasting because, the book says, "it is believed that radio will remain for some time the basic saturation medium of communication."

The manual, in addition to offering specific religious broadcasting suggestions, passes along several general broadcasting tips, such as writing for radio and the rules of the microphone.

* * *

WORLD COMMUNICATIONS. Prepared by the United Nations Educational, Scientific and Cultural Organization. Published by the Columbia U. Press, 2960 Broadway, New York 27, N. Y. 223 pp. $2.50.

THIS volume presents, for the first time, a report on the facilities existing in every country and territory of the globe for the dissemination of information and ideas by radio, television, press and film. The report is based largely on data for 1948-50.

UNESCO points out that the enjoyment of the right to information requires, as a first step, that technical facilities shall exist for receiving information. This then, is a report on facilities available.

Included are a breakdown on the radio receiver distribution by continents, radio receivers per 1,000 inhabitants, country by country, a section on video, and production and circulation figures on newspaper and film media.

TV TROUBLESHOOTING & REPAIR GUIDE BOOK. By Robert G. Middleton. Published by John F. Rider, 480 Canal St., N. Y., 13. 204 pp. $3.90.

WRITTEN on a technical level, this book aims at acquainting the TV technician with a wide range of recognized correct troubleshooting procedures and at enabling the technician to then apply the correct procedure to the job at hand.

Mr. Middleton frankly tells the reader who is interested in theoretical explanations to look elsewhere. He has tried to include in his book only down-to-earth servicing information which can be put into daily use.

The book discusses receiver differences and waveforms, handy hints in visual-alignment procedures, locating sweep troubles and the causes and cures of receiver buzz, and other similarly technical topics.

* * *

GRAND OLE OPRY. By William R. McDaniel and Harold Seligman. Published by Greenberg, Publisher, 201 E. 57th St., New York 22, N. Y. 69 pp. $1 (library binding, $2).

WHETHER sophisticates of Broadway or Hollywood & Vine are willing to face it, the growth of hillbilly and folk music has been nothing short of phenomenal. Furthermore, the roots of folk tune popularity are deep, and it would appear that this music has earned a permanent niche for itself.

The rise of folk music in this country may be traced through WSM Nashville's *Grand Ole Opry*, heard Saturday over NBC. Messrs. McDaniel and Seligman have described the development of the *Grand Ole Opry* and have presented it in a well-illustrated book. Here you will find the complete story of this unique musical show —how it began and why the authors feel it has grown to be the institution it is.

AFRICAN SERIES

Planned by Vickey Corey

VICKEY COREY, educational director at KDKA Pittsburgh, Pa., will leave New York tomorrow (Tuesday) for a three month tour of Libya, East and South Africa and the Congo to do a series of 38 recorded programs titled *African Adventure*. Programs will be flown back for broadcast on KDKA, WOWO Fort Wayne, Ind., KYW Philadelphia, KEX Portland and 75 stations of the National Assn. of Educational Broadcasters.

Miss Corey, who produces *KDKA School of the Air* which goes into 15,000 classrooms in the KDKA area, will also write a weekly column for the Pittsburgh *Post-Gazette* and do special programs for United Nations Radio and NBC.

KERR QUITS WPAT

Joins Realty Firm Sept. 15

RESIGNATION of Don Kerr as program manager of WPAT Paterson, N. J., was announced last week by D. J. Wright, executive vice president and general manager of the station. Mr. Kerr will leave the station on Sept. 15 to join the firm of Bert Clark, Fair Lawn, N. J., realtor, as vice president.

A veteran of more than 20 years in the broadcast field, Mr. Kerr, associated with WPAT in January 1950. He began his radio career in Cleveland in 1930 as an announcer and has been with WOR New York, WMCA New York and CBS New York. After four years of military service, he was made general manager of WKWF Key West, Fla.

AWRT Meet Set

PANEL discussions of "Educational and Commercial Television: How They Can Live Together," and "Civil Rights and Civil Liberties: The Role Which Radio and Television Can and Must Assume" are among the highlights of the program planned for the annual fall meeting of the New York State Chapter of American Women in Radio and Television. The meeting will be held at Cornell U., Ithaca, Sept. 12-14. Cornell President Deane W. Malott will be among the speakers. Anita Monsees of Cornell's WHCU Ithaca is conference chairman.

'Heritage' Sept. 14

NATIONAL Assn. of Educational Broadcasters' 13-week *Jeffersonian Heritage* series of transcribed programs [B•T, Aug. 18, July 28] is slated to start Sept. 14 over stations of the NAEB Tape Network, cooperative group of educational stations. The series is one of several being produced under a $300,000 grant from the Ford Foundation's Fund for Adult Education and will be made available to commercial stations on a sustaining basis and to United Nations Radio, Voice of America, and the broadcasting systems of other countries.

PROGRAM PROBE

ABA To Hear Rep. Harris

HOW the chairman of the Senate subcommittee investigating radio and TV programs feels about the matter is expected to become known today (Monday) when Rep. Oren Harris (D-Ark.) addresses the Arkansas Broadcasters Assn. in Little Rock.

Mr. Harris is the chairman of a seven-man House Commerce subcommittee which was set up to look into the question of "immoral" and "offensive" radio and TV programs. The House resolution calling for such an investigation was submitted by Rep. E. C. Gathings (D-Ark.). The sub-committee sat for a number of sessions in June. Most of the witnesses were temperance adherents [B•T, June 30, 23, 16, 9].

Also expected this week is a schedule for resumption of the hearings. Although it is understood that the committee plans to hold further sessions in New York next month—with talent and production agency executives as key witnesses—it is believed that one further session may be scheduled in Washington after Labor Day to hear NARTB TV Director Thad H. Brown and Government Relations Director Ralph W. Hardy. Both had been scheduled to be heard at the last meeting in June, but pressure of the Congressional windup cut short the committee's time.

According to the resolution, Rep. Harris is obligated to make a report to the Speaker of the House before the commencement of the 83rd Congress, January 3. He has indicated that he intends to complete the hearings and render the report in line with the resolution.

FISHER Body Craftsman's Guild scholarship award dinner, originated by Fisher Body Div., General Motors Corp., in 1930, was carried by ABC radio and TV networks and DuMont Television Network on Aug. 19. Eight university scholarships totaling $65,000 were awarded to winners. Program was placed by Kudner Agency, N. Y.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In RETAIL SALES

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Charleston 135,000,000

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Represented by Avery-Knodel

It's Happening in New Haven!

on

WNHC

A burned-out shop, with no merchandise to sell, continues to advertise with six quarter-hours per week on W N H C. Wylie's-On-The-Green, Jewelers, were gutted by fire. But their selling campaign continues to hold old and win new customers.

If *you* have something to sell in New Haven
Choose The Station That *Sells*

W N H C NEW HAVEN
NBC RADIO

Represented nationally by The Katz Agency

Agrarian Law

RADIO station owners can breathe easier these days—they won't be affected by a new agrarian reform law. Property and cable lines of certain American stations will be respected by government authorities when they distribute the Martir estate in accordance with a new law adopted by the Congress. Radio authorities were concerned lest their installations be affected. But the National Agrarian Dept. has told Tropical Radio executives not to worry—in Guatemala.

NEW FM OUTLETS

Complete Wisconsin Network

WITH the debut of two additional stations Sept. 14, Wisconsin will become the first state with a blanket coverage educational network, the U. of Wisconsin announced in Madison last week. Newest links are WHHI (FM) Highland and WHSA (FM) Brule.

The completed network will consist of two AM and eight FM stations. AM stations are WHA Madison, and WLBL Auburndale. FM stations were listed as WHA-FM Madison, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Rib Mountain, WHWC (FM) Colfax and WHLA (FM) West Salem.

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FCC actions

AUG. 15 THROUGH AUG. 22

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp. synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization	CG-conditional grant	
SSA-special service authorization		

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 87.

August 15 Applications . . .

ACCEPTED FOR FILING

License for CP

WPNX Phenix City, Ala.—License for CP, which authorized new AM and change in studio location. AMENDED to change name of applicant to Community Bcstg. Co.

Extension of Completion Date

WIMS Michigan City, Ind.—Mod. CP, as modified, which authorized increase power, change in hours of operation, for extension of completion date.

WSLM Salem, Ind.—Mod. CP, as modified, which authorized new AM, for extension of completion date and change in trans. and studio location.

KNBR North Platte, Neb.—Mod. CP, as modified, which authorized new AM, for extension of completion date.

WOKY Milwaukee—Mod. CP, which authorized increase in power, installation of new trans. and change in DA, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WHOS Decatur, Ala.; WSWN Belle Glade, Fla.; WJIV Savannah, Ga.; KULA Honolulu; KBOE Oskaloosa, Iowa; KOAM Pittsburg, Kan.; WEW St. Louis; KMMJ Grand Island, Neb.; WJAG Norfolk, Neb.; WPTF Raleigh, N. C.; WCPS Tarboro, N. C.; WJW Cleveland; WOSU Columbus, Ohio; WRFD Worthington, Ohio; KSPI Stillwater, Okla.; KXL Portland, Ore.; WCOR Lebanon, Tenn.; WLBG Laurens, S. C.; WMPS Memphis, Tenn.; WDIA Memphis; WKSR Pulaski, Tenn.; WIRJ Humboldt, Tenn.; WFAA Dallas, Tex.

Replace Expired CP

WVOW-FM Logan, W. Va.—CP to replace expired CP, as modified, which authorized new FM which expired 7-1-52.

Change ERP

WHEN (TV) Syracuse—Mod. CP, as modified, to change ERP from 1.2 kw vis. 0.6 kw aur. to 1.12 kw vis. 0.56 kw aur.

KTBC-TV Austin, Tex.—Mod. CP to change ERP from 110 kw vis. 55 kw aur. to 102.9 kw vis. 51.45 kw aur.

APPLICATION RETURNED

WJIG Tullahoma, Tenn.—RETURNED application for renewal of broadcast license.

TENDERED FOR FILING

AM—1050 kc

WBUT Butler, Pa.—CP to change frequency from 1580 to 1050 kc.

Remotes Made Easier

U. OF DETROIT Memorial Bldg. dedicated this summer is one of the first buildings erected in Detroit with special allowances toward making life easier for TV remote camera crews. The $2.5 million edifice is equipped to handle remote telecasts with a minimum of effort on the station's part, WJBK-TV Detroit reported. Building contains auditorium for sports and theatrical presentations and special radio and TV booths with permanently installed amplifiers.

August 18 Decisions . . .

BY BROADCAST BUREAU

Granted License

WOPI-FM Bristol, Tenn.—Granted license covering changes in existing station: 96.9 mc; 18.5 kw; minus 52 feet.

Modification of License

WMAW Menominee, Mich.—Granted mod. CP for approval of ant., trans. location, and specify main studio location.

Extension of Completion Date

Following were granted mod. of CP's for extension of completion dates as shown:

WIMS Michigan City, Ind., to 11-15-52, conditions; **WDMJ Marquette, Mich.**, to 10-1-52, conditions; **KVNC Winslow, Ariz.**, to 9-8-52, conditions; **KWTO Springfield, Mo.**, to 2-20-53, conditions; **KFVS-FM Cape Girardeau, Mo.**, to 9-25-52.

Granted License

WMFM (FM) Madison, Wis.—Granted license covering changes in FM 104.1 mc; 7.5 kw; 80 feet.

August 18 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

Brush-Moore Newspapers Inc., Stark Bcstg. Corp., Canton, Ohio—Pre-hearing conference will be held in proceeding re applications for television CP in Room 1091, Temporary "T" Building, 14th Street & Constitution Ave., Washington, D. C., at 10:00 a.m., Tues., August 19, for purpose of considering, among others, following matters: Necessity or desirability of simplification, clarification, amplification or limitation of the issues; possibility of stipulating with respect to facts; the procedure to be followed at hearing; possibility of limiting number of witnesses; necessity or desirability of requesting briefs on questions of law at any time prior to filing of proposed findings; and such other matters as may be deemed helpful in proceeding by any party or the Hearing Examiner.

By Hearing Examiner Basil P. Cooper

WELS Kinston, N. C.—Granted petition for corrections in various respects to transcript in this proceeding.

August 19 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WMAZ Macon, Ga.; WGRO Bay City, Mich.; WLIL Lenoir City, Tenn.; WITH-FM Baltimore; WJBK-FM Detroit; WJR-FM Detroit; WDET-FM Detroit; WXYZ-FM Detroit; WLAV-FM Grand Rapids; WKBZ-FM Muskegon, Mich.; WJW-FM Cleveland; WEOL-FM Elyria, Ohio; WFIN-FM Findlay, Ohio; WMVO (FM) Mt. Vernon, Ohio; WTOL-FM Toledo; WSPD-FM Toledo; WTRT (FM) Toledo.

APPLICATION RETURNED

WIKY-FM Evansville, Ind. — RETURNED application for renewal of broadcast license.

TENDERED FOR FILING

AM—910 kc

KLCN Blytheville, Ark.—Mod. CP to increase power from 1 to 5 kw and install new trans.

August 19 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Taylor Radio & Television Corp., Wichita, Kan. — Granted petition to amend application for purpose of reflecting certain changes in articles of incorporation.

Empire Coil Co. Inc., Tampa, Fla.—Granted petition for acceptance of late filing of appearance in proceeding re application and that of City of St. Petersburg, Fla., St. Petersburg, Fla., for new TV stations.

Chief, Broadcast Bureau — Granted petition for extension of time from Aug. 15 to Sept. 15, to file exceptions to Initial Decision in proceeding re applications of Easton Pub. Co., Easton, Pa. and that of Allentown Bcstg. Corp., Allentown, Pa.

Paducah Bcstg. Co., Paducah, Tex.—Granted petition to amend application to change frequency from 1300 kc to 1370 kc, power from 250 w-D to 500 w-D and change ant. system; application as amended was removed from hearing docket. Dismissed as moot petitions requesting acceptance of late filing of appearance; and for dismissal without prejudice of application.

August 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WARN Fort Pierce, Fla.—Mod. CP which authorized new AM for approval of ant., trans. and studio location. AMENDED to change trans. location.

AM—860 kc

WERD Atlanta, Ga.—CP to increase power from 1 to 10 kw; install new trans. and DA.

Replace Expired CP

WHVF Wausau, Wis.—CP to replace expired CP which authorized new AM on 1230 kc 250 w-unl.

Renewal of License

WIRO Ironton, Ohio—Requests renewal of standard broadcast license.

License for CP

WDWD-FM Dawson, Ga.—License for

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ATwater 4282
Washington, D. C.—REpublic 6160

CP, as modified, which authorized new FM.

Extension of Completion Date

WWSW - FM Pittsburgh, Pa. — Mod. CP, as modified, which authorized changes in FM, for extension of completion date to 2-22-53.

WABD (TV) New York—Mod. CP, which authorized changes in station, for extension of completion date to 3-13-53.

August 20 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses for regular period: **WHNC-FM Henderson, N. C.; WPLH-FM Huntington, W. Va.; KEPH**

(Continued on page 87)

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 8-4871*

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

New North Carolina Station accepting applications for all departments. Please give complete details in first letter to W. W. Primm, Sanford, N. C.

Salesmen

Florida coast station. Hard-hitting salesmanager to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 782P, BROADCASTING • TELECASTING.

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. $100 weekly guarantee. Personal interview required. State age, experience. Box 930P, BROADCASTING • TELECASTING.

Do you like to sell? A fast-moving Pennsylvania indie needs one grade-A go-getter in a small lucrative market. You must be able to produce. Box 4R, BROADCASTING • TELECASTING.

Opportunities for several young men who want to sell radio time with our fast growing organization. You will work under two skilled salesmanagers who are proven successful radio time salesmen. Our organization is being expanded to include salesmen for our Station WBOK in New Orleans, KAOK in Lake Charles, Louisiana, and we will soon have a station in Baton Rouge. We are also applicants for TV in New Orleans and expect to be the next station on the air. Keen aggressive young men who want to sell, like people, and are anxious to grow with an expanding organization can get in on the ground floor now and make from $400 and up per month provided they are willing to work steadily toward success. We pay a living base salary guaranteed, plus commission and bonus. Wire or write at once. Stanley W. Ray, Jr., WBOK, Inc., 505 Baronne St., New Orleans 12, Louisiana.

Opening for salesman who can produce in strong small market in Illinois for security and permanence, salary open. Box 127R, BROADCASTING • TELECASTING.

Experienced time salesman wanted for aggressive 1000 watt Michigan regional station. Genuine opportunity for earnings and advancement. Present employees know of this ad. Applicants please tell all. Address Box 134R, BROADCASTING • TELECASTING.

Generous training period with excellent draw and commission for salesman with radio sales or allied sales experience wanted for 5000 watt station. If you can sell and want a future, write details of yourself to Sales Manager, WRFD, Worthington, Ohio.

Experienced salesman. New small market outlet. Exclusive market. Good place to live. Young New England resident preferred. Contact manager, North Country Stations, Box 390, St. Johnsbury, Vermont.

Announcers

Announcer with well-rounded experience, deep voice, to run livewire morning hillbilly and pop DJ show for Pennsylvania independent daytimer. Send complete information and disc. Box 598P, BROADCASTING • TELECASTING.

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting pay, with Pa. independent. Box 789P, BROADCASTING • TELECASTING.

Florida Coast Station. Announcer-engineer heavy on announcing that sells. Send tape/disc, experience record, references, first letter. $80/44 hours. Box 900P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

NBC Southern outlet needs experienced staff announcer able to handle all phases except sports. Send references, picture, disc and state salary. Answer to Box 36R, BROADCASTING • TELECASTING.

$300 per month to good combination man for evening shift. ABC station, 37 hour week 1½ for all over 40. Box 52R, BROADCASTING • TELECASTING.

Specialty DJ with ticket, single. Amusing, fast flowing ad-lib, clever quips, character voices, "cue-in" gimmicks. Ohio. Box 63R, BROADCASTING • TELECASTING.

Immediate opening for two combination announcer-engineers emphasizing announcing. Housing good, promotion opportunities excellent. Start $75.00 week, raise in 60 days. Rush disc or tape and details. Box 126R, BROADCASTING • TELECASTING.

Announcer for Pennsylvania kilowatt independent. $70.00 per week. Also copywriter for $60.00. Box 153R, BROADCASTING • TELECASTING.

Announcer with first phone. Forty hours plus guaranteed overtime. Excellent climate. Small market. KAWT, NBC affiliate, Douglas, Arizona.

Wanted—Combo man—start $65; 39 hours actual board work. Good voice required. Send full details and tape to KCOG, Centerville, Iowa.

Football announcer plus staff duties. Tell all. Send copy, tape. KFRO, Longview, Texas.

Central California Indie needs, September 1, sportscaster-salesman or sportscaster-copy writer. Must know football, basketball and baseball. KONG, Visalia, California.

5000 watt fulltime NBC station in city of 15,000 needs capable, experienced announcer to handle regular shift, including some news broadcasts. Would prefer combination man but will take announcer without ticket if he is the right man for the air work. Send audition disc, salary requirements, marital status, picture and short letter relating extent of experience plus references. Absolutely no applications from drunkards or floaters. Would prefer applicants who have worked in or lived in Kansas or adjacent state area. Address application to Ray Beals, KVGB, Great Bend, Kansas.

Announcer-engineer. Must be good announcer. Start $80 a week. Excellent living conditions. KTNM, Tucumcari, N. Mex.

Announcer-engineer—start $250 month; $290 after trial period; if you have ticket we teach you announcing. KVLH, Pauls Valley, Oklahoma.

50,000 watt CBS affiliate needs staff announcer with deep, good quality voice. Must be stable and congenial. Send letter outlining background, references. Send audition tape or disc covering several types of commercials and complete repertoire. No application considered without audition, photo and letter. Apply KWKH, Shreveport, Louisiana.

Announcer with first class ticket needed immediately. WBYS, Canton, Illinois.

Announcer for expanding operation. Must be experienced with clean authoritative voice. Full particulars and recording first letter. Prefer Southeasterner. WCPS-AM & FM, Tarboro, N. C.

Immediate opening: Two experienced announcers; capable, versatile men only, need apply. Hourly base pay, forty-five hour week approximates $75 weekly to start. Raises thereafter if satisfactory. Rush tape, discs, complete references and history to WORZ, Orlando, Florida.

Help Wanted (Cont'd)

Combination operator-announcer with first phone. Salary open depending on experience. WOAP, Owosso, Michigan.

Immediate opening for announcer-engineer on 250 watt full time Mutual affiliate, in ideal place to live. Starting salary: $70 for 42 hour week. WPNF, Brevard, N. C.

Wanted: Announcer as partner in tape recording business. Must be capable to manage and produce pre-show and intermission tape program for drive-in theatres. $4,500 necessary for ½ interest in the business. Academy Productions, 117½ N. 21st St., Birmingham, Alabama. Phone 53-5721.

Experienced evening man on or before September 15 for 5000 watt CBS station. Send disc or tape, reference and photo to Box 701, Idaho Falls, Idaho.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Wanted: Chief engineer for Rocky Mountain metropolitan market station with immediate television plans. Man we're looking for must be thoroughly experienced in all phases of AM radio construction, installation and maintenance; with a basic general knowledge of television equipment and installation. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 20R, BROADCASTING • TELECASTING.

Wanted: First class engineer, no experience required. Virginia network station. Reply Box 60R, BROADCASTING • TELECASTING.

Excellent opportunity for conscientious man without experience but with engineering know-how and good voice. New Mexico CBS affiliate. Box 61R, BROADCASTING • TELECASTING.

Minnesota station needs chief engineer strong on technical maintenance. Should be able to do some announcing. Good salary. Box 146R, BROADCASTING • TELECASTING.

Chief engineer AM and expanding TV station. Send complete details technical and administrative experience, salary, recent snapshot. Address T. G. Morrissey, KFEL, Denver, Colorado.

Transmitter position open. No announcing. Permanent. KFRO, Longview, Texas.

Wanted: Combination engineer and announcer in heart of fishing and hunting country. $300.00 starting salary. If interested, phone collect KODI, Cody, Wyoming.

Chief engineer wanted for Southern California network affiliate. Some announcing required. $65.00 week to start—fast ups. KXO, El Centro, California.

First class engineer wanted immediately. Good pay and good working conditions. WBBO and WBBO-FM, Forest City, North Carolina.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Immediate opening, first class radiotelephone operator. 40 hour week. No announcing. State salary requirements. WBML, Macon, Georgia.

Engineer for expanding operation. New, modern plant. Convenient location. Full benefits. Prefer Southeasterner. WCPS-AM & FM, Tarboro, N. C.

Wanted—First class engineer experienced in AM and FM operation. Contact Chief Engineer, WDSC, Dillon, South Carolina.

Help Wanted (Cont'd)

Immediate openings for first class transmitter engineers. No announcing. Permanent. Car necessary. Salary $65.00 40 hour week. Write, phone or wire Manager, WCSI, Columbus, Indiana.

Need first class engineer. Transmitter and remotes. Experience not necessary. No announcing. Chief Engineer, WHAN, Charleston, S. C.

Engineer-announcer. Starting salary $70.00 per week, WIRB, Enterprise, Alabama.

First phone transmitter operator. WJRI, Lenoir, North Carolina.

Combination man for brand new 500 watt station. Can make chief in month if qualified. Send tape or disc, photo and resume to WTUS, Tuskegee, Ala.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Engineer-announcers for new combo outlet. Good base plus talent. For full information contact manager, North Country stations, Box 390, St. Johnsbury, Vermont.

Production-Programming, Others

Farm service director—must have degree from Agricultural college. Must have complete farm background. Must be able to build, produce and announce farm shows. Must have personality that will appeal to the farmer. Write Box 8R, BROADCASTING • TELECASTING.

Wanted: Experienced girl for traffic for Rocky Mountain network station. Good climate. Salary commensurate with ability and experience. Send complete particulars and salary requirements with first letter. Box 21R, BROADCASTING • TELECASTING.

Wanted: Program director. Copy, traffic, servicing accounts. Unusual opportunity for advancement. Write Box 26R, BROADCASTING • TELECASTING.

NBC Southern outlet needs experienced copywriter. Send photo, recommendations, state salary. Answer to Box 37R, BROADCASTING • TELECASTING.

Wanted—Program director for 1 kw daytimer in South Carolina. Some announcing duties with emphasis on play-by-play sports, local news, special events. Box 124R, BROADCASTING • TELECASTING.

New man . . . must have experience in gathering and writing local news to join top notch news staff. Top 5kw Midwest station. Send full background, photo, tape. Box 131R, BROADCASTING • TELECASTING.

Publicity and promotion man. Seeking experienced publicity and promotion man for radio and TV who can head up this work in two outstanding stations affiliated with NBC radio and TV networks and located in top western market. If you can qualify, send full details of experience and recent photo. Box 144R, BROADCASTING • TELECASTING.

Experienced gal for continuity and air work. Requires person capable of turning out lots of good clean copy and with pleasing air personality. Above average salary for above average producer. Responsible position in fast moving top rated station. Tell all. Send air check, lots of sample copy and if you think you're TV-genic, a photo. Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Commercial copywriter. Immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Experienced girl continuity writer for complete charge copy and some traffic. Send resume, experience, photograph, sample copy. WVSC, Somerset, Pennsylvania.

Television

Production-Programming, Others

Cameraman for local newsreel work. H. Chernoff, KFMB-TV, San Diego, California.

Situations Wanted

Managerial

General Sales Manager. Presently sales manager very successful large independent in highly competitive metropolitan market, long impressive record of results, knows all phases of operations, not a swivel chair director, but a shirt sleeve producer, top connections and references. Incentive must be big. Box 25R, BROADCASTING • TELECASTING.

General manager for five years of station taken from loss position to profit position in first two months. Owner's debt completely paid off, and as result of station sale owners made double profit. Knows thoroughly programming, local and national sales, finance, F.C.C. procedures, engineering, and other aspects of AM and TV operations. Ideal manager for absentee ownership where complete responsibility required. Finest of references. Excellent education, appearance. Draft exempt, 33, married. Minimum $200 week plus percentage. Box 64R, BROADCASTING • TELECASTING.

Seven years manager local station. Age 32. Can't buy into station. Can make money for you. Box 78R, BROADCASTING • TELECASTING.

Manager 7 years in local station. Age 32. Sell. Announce. Local programming. Civic-minded. A real worker who can make money for you. Proven results. Box 79R, BROADCASTING • TELECASTING.

Manager—Presently employed with top references from present and past employers. Have outstanding record of results in smaller market stations which merit advancement to larger market managership. Require minimum of $8,000 yearly. Send reply to Box 93R, BROADCASTING • TELECASTING.

16 years radio experience. Account executive desires position as sales or general manager with eastern station. Family man. Interview arranged. Box 119R, BROADCASTING • TELECASTING.

General manager, excellent references, nine years radio, BA degree, strong on sales, personnel management. Presently employed, desire advancement. Available for interview. Prefer Michigan, Illinois, Ohio, Wisconsin, but consider all offers. Box 130R, BROADCASTING • TELECASTING.

Manager: early thirties, since 1939 extensive bottom-to-top broadcasting background including sales and general management. Box 132R, BROADCASTING • TELECASTING.

Salesman

Time saleswoman—topflight saleswoman, broadcasting experience Radio City, seeks connection. Experienced programming, announcing, disc jockeying. Loves detail work, good executive. Moderate salary. Box 77R, BROADCASTING • TELECASTING.

Experienced salesman. Ten to fifteen years sales (also announcer and remotes). Single, Veteran, like to work; no desk jockey. Prefer Illinois. All offers considered. Ed Woodmansee, 860 S. Lincoln Ave., Springfield, Illinois.

Announcers

Announcer - operator. Veteran, draft exempt, single. Disc or details, write Box 43R, BROADCASTING • TELECASTING.

Stop! Look! And listen to audition tape sent on request. 19 years radio, 1 year TV. News, MC, DJ. Have produced and announced top radio network shows. Best references. Available immediately. Box 65R, BROADCASTING • TELECASTING.

Morning variety man, with or without records. Combination, ticket. 8 years large, small markets. Fresh approach, large following. 29, married, exempt. No South. All replies acknowledged. $100. Box 75R, BROADCASTING • TELECASTING.

Announcer—3 years experience, married. Desires position as announcer-salesman. Box 81R, BROADCASTING • TELECASTING.

Available—Announcer, control board operator. Specialty play-by-play sports. Professional background, air experience. Wants permanent connection active station. Resume, disc on request. Box 84R, BROADCASTING • TELECASTING.

Family man with solid staff experience. Desires announcing position with congenial, regional station in northeast. Personal interview necessary. Box 85R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Wanted—One progressive radio station for man with four years radio background, specialty news and sports. Can use? Box 86R, BROADCASTING • TELECASTING.

Newscaster, DJ. Four years important markets wants future with good operation, anywhere. Box 90R, BROADCASTING • TELECASTING.

Disc jockey with first class license. Experienced, capable, reliable. Available for metropolitan station immediately as afternoon, evening or all-night DJ personality. Box 91R, BROADCASTING • TELECASTING.

Announcer, over 4 years with network and independent. College graduate. Desire station with clean operation and good programming. Available immediately. Box 92R, BROADCASTING • TELECASTING.

Announcer, PD, seven years experience—some TV. Reliable, good voice. Want position with future in good midwest station. Box 95R, BROADCASTING • TELECASTING.

Sportscaster seeks fulltime position. 4 years heavy football, basketball, baseball experience. 30, degree, married. Box 99R, BROADCASTING • TELECASTING.

Proven ability. 5 years experience. "Different" DJ, news, special events. Northwestern grad, 29, married. Box 101R, BROADCASTING • TELECASTING.

Announcer-operator, ten years. News, sports, special events. Everything. Michigan. Box 107R, BROADCASTING • TELECASTING.

Experienced announcer. Versatile, desires permanent Wisconsin location. Personal audition preferred. Box 111R, BROADCASTING • TELECASTING.

Experienced announcer—Network and independent young, college graduate, draft exempt, operate board, DJ, news, presently employed. Desire permanent relocation. Tape, photo. Box 112R, BROADCASTING • TELECASTING.

Announcer, married veteran, deejay, news, street interviews, special events. Five years employment large New England market. No reasonable offer will go unconsidered. Box 113R, BROADCASTING • TELECASTING.

Qualified announcer. News, disc and interview type of shows. Single, draft exempt, 26, college radio degree. Presently employed at 5 kw net affiliate. Want good future with clean operation. Good references. Available soon. Will accept top job. Tape available. Box 115R, BROADCASTING • TELECASTING.

Announcer-engineer. First phone. Experienced. Mature pleasant voice. Draft exempt. Will travel. Tape available. Box 116R, BROADCASTING • TELECASTING.

Bay area . . . preferred. News, rewrite, comment, interviews. Ten years in radio plus much other experience has prepared me for the big job with large or small station. Tapes, platters and scripts ready for audition. Now in Denver, prefer San Francisco or in or near Bay Area. Box 121R, BROADCASTING • TELECASTING.

Two years experience, employed, desires change. Have third class permit. Box 128R, BROADCASTING • TELECASTING.

Sportscaster seeks return. Accent on football, basketball. Good sports background. Presently in responsible publicity position with top movie company. Interested sports/added duties job. Disc available. Box 129R, BROADCASTING • TELECASTING.

University graduate in radio wants opening with a future. Experienced in play-by-play of major sports, news gathering and casting, running combo, general staff announcing. Box 133R, BROADCASTING • TELECASTING.

Announcer, 3½ years experience. Want permanance, opportunity, with future. Ambitious. 4-F. Tape, photo, data, references. Box 135R, BROADCASTING • TELECASTING.

It's not Thanksgiving, but let's talk turkey! Experienced announcer desires re-locate Midwest. Looking for good future with right station. Family. Box 136R, BROADCASTING • TELECASTING.

Combination man—experienced DJ announcer with first class license wants immediate position. Florida preferred but consider all. Box 139R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Sportscaster desires change. Seeking progressive sportsminded station. Strong newscaster and DJ. Married, first phone. Box 140R, BROADCASTING • TELECASTING.

Announcer, young, graduate NBC institute, Columbia University. Wide knowledge music. Languages, sports. Box 149R, BROADCASTING • TELECASTING.

Announcer, brief but varied experience. Draft exempt, single, willing to travel. Box 152R, BROADCASTING • TELECASTING.

News - deejay - announcer. Available August 30th. Minimum $70. Bill Dillner, WCNT, Centralia, Illinois.

Outstanding play-by-play sportscasters and sports directors available for referral. Howard S. Frazier, 708 Bond Building, Washington, D. C.

Two years announcing. Copywriter, also staff pianist, arrange. Married. Steady, excellent reference. Charles Lord, 510 Moro, Manhattan, Kansas, after 6:00 P.M.

Staff. Two years. Good morning man. Board. Prefer larger city. Don Zamenski, 126½ E. Water St., Chillicothe, Ohio.

Hillbilly announcer, deep voice, plenty experience, draft exempt, anywhere, telephone 705 W, Morganton, N. C.

Technical

Shirtsleeve engineer with degree and 12 years experience is looking around. Box 941P, BROADCASTING • TELECASTING.

Operator. First class, ten years experience, desires West coast position studio or transmitter. Box 53R, BROADCASTING • TELECASTING.

Five years transmitter and control room experience at 250 w and 5 kw AM. Ready for advancement, radio or television. College and radio school graduate. Reliable. Married, one child. Car, will travel. Now employed. Can arrange interview in east or south. Box 80R, BROADCASTING • TELECASTING.

Experienced, qualified graduate engineer, new construction only. Presently located Virginia. Box 83R, BROADCASTING • TELECASTING.

Have first phone. Want job as engineer or combo; experience limited. Box 88R, BROADCASTING • TELECASTING.

Engineer - announcer 5 years. First phone; ham. English-Speech B.A. Family; car; veteran. Want university proximity for completition of M.A. Box 97R, BROADCASTING • TELECASTING.

First class radio, telephone operator with year and half studio and transmitter experience. Looking for position leading to chief engineer. Permanent. Box 108R, BROADCASTING • TELECASTING.

SRT graduate seeking position as studio technician. Has knowledge of TV servicing and some knowledge of film and movie cameras. Veteran, photo on request. Box 114R, BROADCASTING • TELECASTING.

First phone—no station experience. Technical school graduate. Will travel. Box 117R, BROADCASTING • TELECASTING.

First phone—no station experience. Draft exempt—seeking permanent position. Box 118R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

TV-AM-FM, maintenance, installation. Four years experience. Co-operative, dependable. Looking. Box 138R, BROADCASTING • TELECASTING.

Engineer, 8 years first class license. Experienced AM and FM, desires transmitter job. Can run remotes, tape recorders. 49 years of age. Available at once. Box 145R, BROADCASTING • TELECASTING.

First phone, graduate technical school. No commercial experience. Will travel. Box 150R, BROADCASTING • TELECASTING.

First phone, no station experience—technical school graduate. H. J. Coultas, 106-07 Flatlands Avenue, Brooklyn 36, N. Y.

Engineers-Combo men. School has competent graduates, all with first phone. Contact Henry Kurn Electronic School, 1342 Cahuenga, Hollywood 28, California.

First phone, combo man, experienced, married. Available September 7th. 624 Grant St. Gary, Indiana.

Washington, D. C.: Licensed, engineering degree; AM, TV experience. TEmple 4741, mornings.

Experienced engineer, first phone license, 28, single. Walter M. Dahlberg, 502 N. 21st Street, Superior, Wisconsin.

Production-Programming, Others

News editor, six years experience, wants job in larger market. Strong on local news coverage. Competent broadcaster. Write Box 82R, BROADCASTING • TELECASTING.

News director, major market experience. Emphasis on local news coverage. Box 94R, BROADCASTING • TELECASTING.

Combination continuity and music. 4 years writing program copy, music and otherwise. Wide music programming and library experience. Veteran, draft exempt. Box 96R, BROADCASTING • TELECASTING.

Discharged public relations officer—14 years commercial radio—announcing, writing, selling, news, play-by-play, two years on Mutual. Want small medium southern city. Programming news or top announcing job. Fishing or hunting essential. $350 base. Available at once. Box 100R, BROADCASTING • TELECASTING.

Presently employed as combo, program director and office manager. Seeking job with future. $85 week minimum. Four years experience. Other qualifications on request. Midwest preferred. Box 106R, BROADCASTING • TELECASTING.

(Continued on next page)

DISC JOCKEY WANTED

Experienced. Advise previous experience, present salary, salary expected and when available. Must be able to put on a personality show and be able to sell. Send audition, small photo and any other pertinent information. All replies confidential. Roger G. Burke, WAKR, Akron, Ohio.

I WANT AN A-1 MANAGER

FOR WNOE, my station in New Orleans, which is 50,000 watt daytime and 5,000 watt nighttime. My former manager, who has been with me for fourteen years, is leaving to take charge of his own station. An excellent opportunity for the right man. Give complete qualifications. Starting salary will be $1000.00 per month. Write James A. Noe, Monroe, Louisiana, if you are interested.

Situations Wanted (Cont'd)

Young radio-TV producer-director-actor-announcer, with four years competent thorough experience, desires position with future. Married, no children, will travel, but prefer Chicago or vicinity. Sober, industrious, reliable. Available immediately for personal interview. Box 148R, BROADCASTING • TELECASTING.

Five years experience, sport director, program director, experienced all phases sports and operation. Excellent references. Draft exempt. Contact Box 151R, BROADCASTING • TELECASTING.

Television

Announcers

TV opportunity wanted. Have four solid years radio announcing, production and master ceremonies experience. First phone. 32, excellent references, now employed. Box 89R, BROADCASTING • TELECASTING.

Technical

TV studio technician—Recent graduate TV Workshop N. Y. all phases of studio operations, 2nd phone, some experience, electronics background, will relocate. Box 104R, BROADCASTING • TELECASTING.

Three years experience. Desire position chief small town TV station.. Northeast. Reliable. Box 137R, BROADCASTING • TELECASTING.

Production-Programming, others

TV studio technician—workshop graduate, all phases, college, will travel. Box 147R, BROADCASTING • TELECASTING.

Going tevelision? May I help? 4 years army training; film, library, timing, editing, projector work. Hobby: movies; if planning local film commercials and/or newsreels. Skilled electronics worker, very enthusiastic about helping installation. 6 years announcing, all types, deep voice. Tapes, discs, portfolio available. Appreciate secure future. Box 141R, BROADCASTING • TELECASTING.

For Sale

Stations

Rocky Mountain station. No competition. Affiliated. 250 w. Volume over $65,000 year. Priced to sell. Box 76R, BROADCASTING • TELECASTING.

Illness forces sale controlling interest Iowa single market station; new building, equipment—$37,500. Box 123R, BROADCASTING • TELECASTING.

Independent Rocky Mountain 240 w. No competition, no danger of television. Worth the money. Box 125R, BROADCASTING • TELECASTING.

Full Time Mutual, single station market, 10 acres modern air conditioned building. Finest equipment. Efficient engineer. Owner making money. Rich area. Growing. Have other radio interests. $80,000 terms. Box 154R, BROADCASTING • TELECASTING.

Equipment, etc.

For Sale—Western Electric 106B 1 kw transmitter. $800.00. Box 102R, BROADCASTING • TELECASTING.

For quick sale. 3 kw General Electric FM transmitter, General Electric FM frequency and modulation monitor—like new. Box 120R, BROADCASTING • TELECASTING.

For Sale (Cont'd)

Complete equipment for 250 watt station, including transmitter, monitors, limiter, console, turntables, tower and associated equipment. Bargain. KSYL, Alexandria, Louisiana.

RCA BTF - 1c grounded grid FM transmitter 1 kw complete set of tubes plus spare set, frequency range 88 to 108 megacycles. One Andrew multi-Vantenna 1.6 gain. Also transmission line monitor and harmonic filter RCA series MI-28155. Best offer. WDHN, New Brunswick, N. J.

Three Western Electric 109A reproducing groups with extra 9A head. Just removed from service. Best cash offer for all or part. Will swap for pre-amps. KAY, Glasgow, Ky.

Wanted to Buy

Stations

Former station owner desires purchase or control small station. Send complete details including price. Box 122R, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted—1 kw AM transmitter, state model and price. Box 98R, BROADCASTING • TELECASTING.

Individual wants to purchase complete used equipment for 250 watt AM . . . mikes through tower. Prefer package deal from defunct or increased power station. Write fully Box 103R, BROADCASTING • TELECASTING.

Wanted immediately—8 ring Collins FM antenna mounted on 1⅝" line for 96.9 mtg. One kw AM transmitter. Station in Alabama. Box 105R, BROADCASTING • TELECASTING.

Planning to build 250 watt AM station. Will need all necessary equipment. What do you have—and price? Box 110R, BROADCASTING • TELECASTING.

All or any part of used equipment for 1000 watt station. Let us know what you have to offer. Write Box 142R, BROADCASTING • TELECASTING.

Good used 5 kw 115-230 v power plant. Please contact Chief Engineer, WBCK, Battle Creek, Michigan.

170 ft. tower, equipment, etc. for new 250 watter. Manager, WTWN, St. Johnsbury, Vermont.

AM transmitter late model 5kw, monitors and console and 350' tower. MISSLOU, INC., Box 228, Bogalusa, La.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesman

SALES MANAGER WANTED

■

Immediate opening for sales manager of proven ability in radio who wants to expand his potential by joining organization which is successfully operating NBC affiliated radio and television stations in fast-growing western metropolitan market. Must have complete knowledge of both national and local sales, together with record of successful selling, as position calls for outside sales work half-time. Earning potential limited only by individual's ability and capacity. Give qualifications and experience in detail along with photo. All applications confidential.

BOX 143R, BROADCASTING • TELECASTING

■

Announcers

WANTED AT ONCE!

Additions to Staff

1 News and Sports Announcer—strong on news.
1 Staff Announcer
State age, family, experience and salary. Do not apply unless you want to work in a beautiful small town in the Blue Ridge foothills.

WKBC North Carolina
North Wilkesboro

COMBINATION MAN

First phone. Excellent position with outstanding indpendent.

Send audition to

W N O R
NORFOLK, VIRGINIA

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WANT A GOOD EXECUTIVE?
Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
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ONE OF AMERICA'S TRULY OUTSTANDING RADIO AND TV SPORTSCASTERS

15 MAJOR ANNOUNCING TROPHIES
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10 PROMINENT SPONSORS

16 YEARS EXPERIENCE
MORE THAN 4000 PLAY-BY-PLAY EVENTS
BASEBALL FOOTBALL BASKETBALL HOCKEY

BROCHURE ON REQUEST

ADDRESS:

BOX 155R, BROADCASTING • TELECASTING

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

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Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

POWER INCREASE

Initial Grant Made To KWBR

FCC Hearing Examiner J. D. Bond last week issued an initial decision looking toward grant of the application of KWBR Oakland, Calif., to increase power from 1 kw to 5 kw during the daytime. KWBR would retain its 1 kw for nighttime use.

Mr. Bond issued his decision subject to the condition that satisfactory adjustment be made to all reasonable complaints of blanket area interference. S. W. Warner and E. N. Warner comprise the firm of Warner Bros., licensee of KWBR.

FILM PROBE

Suit Termed 'Menace'

LOS ANGELES City Council got into the act last week when it branded as a "menace" the Justice Dept.'s suit to force release of 16mm feature films to television [B•T, July 28, et seq.].

The council unanimously adopted a resolution Aug. 18 which termed the federal suit "a bureaucratic decree, unheard of outside a dictator country." In introducing the resolution, Councilman Ed J. Davenport declared, "Sober minded thinkers in the TV industry are likewise appalled by this move."

Meanwhile, the 12 motion picture producing and exhibiting firms, named as defendants, continued to plan strategy to fight the suit. Defendants are to file an answer to the suit in Los Angeles Oct. 20.

ALLEN PRODUCES

New 'Capitol' Series

INITIAL production of a new TV series, *Capitol Ideas*, featuring interviews with leading government authorities, was announced in Washington last week.

The series has been completed by Robert S. Allen, former member of the Pearson-Allen syndicated news columnist team. Programs make use of "on-the-spot" film clips, with Mr. Allen handling commentary. Format was devised by Al Kane, Philadelphia producer associated with radio-TV-movies the past 11 years. First interview dealt with prices, wages and rents, with an interview of Roger L. Putnam, Economic Stabilization Agency director.

TV SET CREDIT

Meck Sees Tightening

INSTALLMENT credit on purchases of TV receivers and appliances is tightening up with resultant higher down payments and shorter maturity payments, Meck Television Inc. reported last Tuesday.

The Meck branch of Scott Radio Labs made a city-by-city study, reporting varying conditions. John S. Meck, its president, said that banks and lending institutions are requiring better credit ratings by buyers, and that the government may ask Congress to reinstate Regulation W.

UTC Acquires Rights

UNITY Television Corp., New York, announced last week it had acquired TV distribution rights to three new features: "They Were Sisters," A. J. Arthur Rank production starring James Mason; "Mystery Junction," starring Sydney Thafler and Barbara Murray, and "Knights Without Armor," an Alexander Korda production starring Robert Donat and Marlene Dietrich.

XUM

FCC Actions

(Continued from page 83)

Ephraim, Utah; KTTV (TV) Los Angeles.

License Cancelled

WMOR (FM) Chicago—By letter, informed receiver in bankruptcy for licensee that license of WMOR is cancelled and call letters deleted. Station has not been operated for period of more than five months. Receiver in bankruptcy stated he did not intend to operate station or to assign license to third party.

August 21 Decisions . . .

BY COMMISSION EN BANC

Advised of Hearing

KGPH Flagstaff, Ariz.—Is being advised that application to change facilities from 1230 kc 250 w-unl. to 630 kc, 1 kw-LS, 250 w N raises questions of interference to KVOD Denver, Col., and KOH Reno, Nev., and other technical questions, and indicates necessity of hearing.

Guthrie Bcstg. Co., Guthrie, Okla.—Is being advised that application for new AM on 1490 kc 250 w-D raises questions of interference to KVWC Vernon, Tex., and KBIX Muskogee, Okla., and indicates necessity of hearing.

Martin County Bcstg. Co., Stuart, Fla.—Is being advised that application for new AM on 1450 kc 250 w-unl. raises questions of interference to WWPB Miami, Fla., and indicates necessity of hearing.

Clinton Radio Adv. Co., Clinton, S. C.—Is being advised that application for new AM on 600 kc 500 w-D raises question of interference to WSJS Winston-Salem, N. C., and indicates necessity of hearing.

Prosperity Land Bcstg. Co., Levelland, Tex.—Is being advised that application for new AM on 580 kc 500 w-D, raises questions of interference to KSAC Manhattan, Kan., and WIBW Topeka, Kan., and of compliance with Sec. 3.55, and indicates necessity of hearing.

Darlington Bcstg. Co., Darlington, S. C.—Is being advised that application for new AM on 590 kc 500 w-D, raises questions of interference to WGTM Wilson, N. C., and WAYS Charlotte, N. C. and indicates necessity of hearing.

Modification of License

KCBQ San Diego, Calif.—Granted mod. license to use non-DA-D subject to applicant satisfying legitimate complaints of blanket interference occurring within the 250 mv/m contour.

AM—920 kc

WBBB Burlington, N. C.—Granted mod. CP to increase power from 1 kw to 5 kw, subject to applicant satisfying legitimate complaints of blanket interference occurring within the 250 mv/m contour.

Remain Silent

KWIN Ashland, Ore.—Granted authority to remain silent for period of 30 days from Aug. 11, pending reorganization. Station not to resume broadcasting without Commission approval if control is transferred.

AM—1000 kc

KTOK Oklahoma City, Okla.—Granted CP to increase power from 1 kw-N to 5 kw-N on 1000 kc, with 5 kw-D.

Extension of STA

WFMN (FM) New York—Granted extension of STA for period ending Feb. 1, 1953, to suspend regular broadcast service of WFMN and to operate Class I Experimental station KE2XCC using its regularly licensed equipment, power and emission on the additional frequency of 93.1 mc for providing FM program service and to rebroadcast over station KE2XCC transmissions of WJLK-FM Asbury Park, N. J., WGPA-FM Bethlehem, Pa., and WNYC-FM New York.

August 21 Applications . . .

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KIFN Phoenix, Ariz.; WCBD Chicago; KIOA Des Moines; WSON Henderson, Ky.; WWEZ New Orleans; KSKY Dallas; KPAN Hereford, Tex.; WLOK Lima, Ohio.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH AUG. 21

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,353	2,332	125	322	211
FM Stations	635	582	73	19	8
TV Stations	109	97	51	773*	114

* Filed since April 14.

(Also see Actions of the FCC, Page 82.)

For Television Grants and Applications, See Page 58.

Docket Actions . . .

FINAL DECISIONS

WVOP Vidalia, Ga.—Vidalia Bcstg. Co. FCC granted application to change to 970 kc, 1 kw daytime, *from* 1450 kc, 250 w fulltime. Decision Aug. 18.

KCOG Centerville, Iowa—Centerville Bcstg. Co. FCC adopted initial decision which denied application to increase power to 250 w *from* 100 w on 1400 kc fulltime [FCC ROUNDUP, B•T, July 7]. Decision Aug. 18.

OPINION AND ORDER

Foley, Ala. — Alabama-Gulf Radio. FCC denied petition which requested severance from consolidated proceeding and grant of new AM station on 1310 kc, 1 kw daytime. Application has been heard in consolidated proceeding with applications of Gulf Beaches Bcstg. Co., seeking new AM station on 1310 kc with 1 kw daytime, and WEBK Tampa, Fla., requesting change to 1300 kc, 1 kw daytime, *from* 1590 kc 1 kw daytime. Memorandum opinion and order Aug. 18.

INITIAL DECISIONS

KWBR Oakland Calif.—Warner Bros. Hearing Examiner J. D. Bond issued initial decision looking towards grant of application for daytime power increase to 5 kw *from* 1 kw on 1310 kc, subject to condition that station shall make satisfactory adjustment of all reasonable complaints of blanket area interference. [Warner Bros. has bought KAFP Petaluma, Calif.; see FCC ROUNDUP, B•T, Aug. 18.] Initial decision Aug. 19.

Non-Docket Actions . . .

AM GRANTS

Montgomery, Ala. — The Southland Bcstg. Co. of Montgomery, Ala. Granted 950 kc, 500 w daytime, antenna 240 ft.; engineering condition. Estimated construction cost $17,372, first year operating cost $20,000, revenue $30,000. Principals include equal (50%) partners **Grover Wise**, owner of West End Theatre, Birmingham, and **Ralph M. Allgood**, announcer at WJJJ Montgomery, Ala. Filed Sept. 6, 1951; granted Aug. 21, 1952.

Cocoa, Fla. — Brevard Bcstg. Co. Granted 860 kc, 250 w daytime, antenna 250 ft.; engineering condition. Estimated construction cost $15,700, first year operating cost $26,800, revenue $42,848. Principals include general partners **W. D. Wilson** (22 2/9%), partner in Titusville (Fla.) law firm of Crofton, Wilson & Brewer; **Seay Dormany Wilson** (22 2/9%), no business interests; **Davis E. Wilson** (22 2/9%), chief engineer of WDLP Panama City, Fla. (son of W. D. Wilson); **Emerson W. Browne** (16 2/3%), chief engineer of WTRR Sanford, Fla., and **Sarah A. Browne** (16 2/3%), long distance telephone operator for Southern Bell Telephone Co. from 1941 to 1951. Filed Aug. 28, 1951; granted Aug. 21, 1952.

Lovington, N. M.—Prosperity Land Bcstg. Co. Granted 1050 kc, 250 w daytime, antenna 227 ft.; engineering condition. Estimated construction cost $19,250, first year operating cost $30,000, revenue $40,000. Principals include equal (50%) partners **David R. Worley**, general manager of KTFY Brownfield, Tex., and 25% owner of New Frontier Bcstg. Co., which is applicant for new AM station in Seminole, Tex., and **Bruce C. Zorns**, vice president and minority stockholder of Brownfield State Bank & Trust Co., Brownfield, and Yoakum County State Bank, Denver City, Tex. Grantee also is applicant for new AM station in Levelland, Tex. Filed Aug. 13, 1951; granted Aug. 21, 1952.

Fairmont, N. C.—Carolinas Bcstg. Co. Granted 860 kc, 1 kw daytime, antenna 251 ft.; engineering condition. Estimated construction cost $16,275, first year operating cost $24,000, revenue $36,000. Principals include President **W. V. Morgan** (50%), owner and general manager of Morgan Motor Co., Raeford, N. C.; Secretary Treasurer **W. D. Harris** (47½%), territory manager 1949-1950 for General Tire & Rubber Co. (auto tires and supplies), and **Anne P. Harris** (2½%), wife of W. D. Harris. Filed Aug. 1, 1951; granted Aug. 21, 1952.

Franklin, Tenn. — The Williamson County Bcstg. Co. Granted 950 kc, 1 kw daytime, antenna 240 ft.; engineering condition. Estimated construction cost $17,950, first year operating cost $25,000, revenue $30,000. Principals include President **William R. Ormes** (16⅔%), newspaper reporter for *Nashville* (Tenn.) *Banner*; Secretary-Treasurer **Corinne G. Channell** (subscriber to 78 shares out of total of 166 shares of common stock), manager and ⅓ owner of Gordon Farm, Franklin, and **Ann R. Ormes** (83⅓%), owner of Ormes Farm, Franklin. Filed May 2, 1951; granted Aug. 21, 1952. [Simultaneously with this grant, FCC denied petition of WGTA Summerville, Ga., to designate The Williamson County Bcstg. Co. application for hearing.]

FM GRANT

Salt Lake City, Utah—Utah Bcstg. & Television Co. (KUTA). Granted 97.1 mc (Ch. 246), ERP 23.5 kw, antenna height above average terrain minus 191 ft., above ground 325 ft.; conditions. Estimated construction cost $5,000, first year operating cost $10,000, revenue $10,000. Principals include partners **Frank C. Carman, David G. Smith, Grant R. Wrathall** and **Edna C. McCrea.** Filed July 1, 1952; granted Aug. 21, 1952.

TRANSFER GRANTS

KTHS Hot Springs, Ark.—Granted transfer of control from Wilson Ewing, et al., co-executors of estate of John D. Ewing, deceased, to **William H. Bronson,** voting trustee (John D. Ewing was voting trustee). Granted Aug. 20.

KCSB San Bernardino, Calif.—Granted assignment of license to **F. P. D'Angelo** from Essie Brinkley West for $50,000. Mr. D'Angelo is owner of F. P. D'Angelo Advertising Agency, North Hollywood, Calif. Granted Aug. 20.

KWKH Shreveport, La. — Granted transfer of control from Wilson Ewing, et al., co-executors of estate of John D. Ewing, deceased, to **William H. Bronson,** voting trustee (John D. Ewing was voting trustee). Granted Aug. 20.

WATG - AM - FM Ashland, Ohio — Granted assignment of license from Robert M. Beer and Fred Koehl, administrator of estate of Edgar Koehl, deceased, to **The Ashland Printing & Bcstg. Co.** No monetary consideration. Granted Aug. 20.

WJMO Cleveland, Ohio—Granted assignment of license to **United Bcstg. Co. of Ohio Inc.,** of which **Richard Eaton** is sole stockholder, for $100,000 plus amount equal to amount of net current assets in excess of $50,000 reported in balance sheet as of accounting date. Mr. Eaton is licensee of WOOK Washington, WANT Richmond, Va., WSID Baltimore, Md., WARK Hagerstown, Md., WINX Rockville, Md., and applicant for new TV station in Hagerstown [TV APPLICATIONS, B•T, June 23]. Granted Aug. 20.

WLEU-AM-FM Erie, Pa. — Granted assignment of license from WLEU Bcstg. Corp. to **Commodore Perry Bcstg. Services Inc.** for $75,000. Principals in assignee include President **Dr. Perry D. Cook** (25%), 50% owner of The Perry D. Cook Chiropractic Clinics in Meadville, Pa., and Sharon, Pa., and 25% owner of The Perry D. Cook Chiropractic Clinic in Newcastle, Pa.; Executive Vice President **Hoyt H. Stout** (25%), chief engineer of WMGW Meadville, Pa.; Vice President **Dr. Perry D. Cook Jr.** (25%), 50% owner of The Perry D. Cook Chiropractic Clinic in Newcastle, Pa.; Vice President **Rowland B. Mahany** (12½%), city solicitor, Titusville, Pa., and Secretary-Treasurer **Owen K. Murphy** (12½%), president and 51% owner of Niagara Mfg. & Dist. Corp. (therapy and massage equipment), Adamsville, Pa. Granted Aug. 20.

WAPO Chattanooga, Tenn.—Granted assignment of license from Ramon G. Patterson and Louise Patterson Pursley, d/b as Pursley Bcstg. Service, to **WAPO Bcstg. Service Inc.,** through transfer from Mr. Patterson and Mrs. Pursley to WAPO Bcstg. Service their 50% (each) interest. In exchange for this interest, Mrs. Pursley receives $165,000 and Mr. Patterson receives 100% of the stock in the company. Mr. Patterson, who before assignment grant already controlled 50% of station, has been general manager since 1936. Granted Aug. 20.

THESIS on the International Telecommunications Union entitled "An Experiment in International Cooperation" written by George Arthur Codding Jr. at the U. of Geneva, Switzerland, is being published by E. J. Brill, Leiden, Holland, from whom copies may be obtained.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

POINCIANA

On Records: **Steve Lawrence—King; Frank Sinatra—Col.; Bing Crosby—Dec.; Paul Weston —Cap.; Jack Guthrie—Cap.; Ethel Smith—Dec.; Tex Beneke—Vic.; George Shearing—Lon.**

Non-exclusively licensed by

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Four More Grants

(Continued from page 69)

audience of educators of the need to supply complete information when filing TV applications with the Commission. This includes legal, financial and technical data, he indicated.

Pointing up the need for better programming, Chairman Walker cited the report on children's radio and TV programs in Los Angeles issued by the National Assn. for Better Radio and Television. During one week in May, the seven Los Angeles area TV stations carried 58 hours of children's programs, of which almost 70% were declared to be in the "fair," "poor," "objectionable" or "most objectionable" category. Shows in the "objectionable" category dealt mostly with crime, the report said.

Chairman Walker told the group of FCC's report to President Truman on the status of educational television and of the Chief Executive's support [B•T, June 30].

He also recalled that the President's Commission on Higher Education found that the present status of university extension courses shows our colleges and universities do not recognize adult education as their potentially greatest service, and hence recommended that higher education "must take the university to the people wherever they are to be found and by every available and effective means for the communication of ideas and the stimulation of intellectual curiosity."

Chairman Walker observed, "I think that those words have a special meaning today for all those of us who are participating in or observing the reaction of colleges to the opportunities offered by educational television."

Dry Batteries

DRY batteries of the size and weight of a spool of thread will be available for portable radio transmitters and receivers in the foreseeable "era of 'solid' electricity," graduates of RCA Institutes Inc. were told Aug. 15. Prediction was made by Dr. James O. Perrine, consultant to U. S. Army Signal Corps at Fort Monmouth, N. J., and retired assistant vice president of AT&T. He addressed 164 graduating students at commencement exercises of the radio technical training school in New York.

TV Council Elections

MEMBERS of the Chicago Television Council are balloting this week by mail to elect a slate of officers for the coming year. Only one person was nominated for each office by the nominating committee. They include: for president, George Heinemann, TV program manager, NBC; vice president, Sterling C. Quinlan, program director, WBKB (TV); secretary, Mrs. L. S. (Duffy) Schwartz, Chicago representative of the Advertising Council, and, treasurer, Jerry Stolzoff, Foote, Cone & Belding.

AMONG those attending the semi-annual West Virginia Broadcasters Assn. meeting Aug. 15-16 at Hotel Greenbrier, White Sulphur Springs, were (l to r) Alice Shein, WBTH Williamson, association secretary-treasurer; Maury Long, business manager, BROADCASTING • TELECASTING; **Elaine Shoat, Benton & Bowles, N. Y.; William Rine, WWVA Wheeling; George Clinton, WPAR Parkersburg; Mrs. Clinton; Mrs. Long; Jack Gelder, WCHS Charleston, association president; Bernard Pearse, Weed & Co., Detroit; Mrs. Virginia Cooper, WJLS Beckley; Mrs. Gelder, and Joe Smith, WKNA Charleston.**

WKOW LICENSE

FCC Broadcast Bureau Is for Hearing

SUSPICIONS of the FCC regarding control of WKOW Madison, Wis., have enough foundation to warrant holding a hearing on its application for license renewal, the FCC's Broadcast Bureau said last week.

Broadcast Bureau opposed a petition by the Wisconsin station for a renewal of its license without a hearing.

Owners of WKOW are limited in their control of the station's operations to what the Atlass Amusement Co. will permit, the Broadcast Bureau declared.

FCC ordered a hearing last year on WKOW's license renewal application on the question whether the Atlass Amusement Co., which has a management contract with the station, actually controls it [B•T, Nov. 12, 1951].

The Commission also intimated that WKOW got its CBS affiliation because of the relationship between H. Leslie Atlass Jr. and his father, who is vice president of CBS Western Div. Another issue was the relationship between Michael Henry, present general manager of WKOW, and Atlass Amusement Co., in the light of a contract between them.

Last April, WKOW petitioned for reconsideration and a grant after recounting the history of the station and its relationship with Atlass Amusement Co. [B•T, April 7].

The station offered to revise its management contract with the Atlass company—which provides for a 50% cut of profits—if the Commission believed that it constitutes improper control. WKOW also denied any impropriety in gaining the CBS affiliation. Part of the petition explained that the contract between Mr. Henry and Atlass Amusement Co. was a *pro forma* document that had no real meaning.

The Broadcast Bureau's opposition refers to the Madison station's response as "an apparently plausible explanation." But, it continued:

. . . When the question of control is studied in the context of all of the facts . . . there develops a picture of a licensee on the brink of financial disaster and eager to avoid such a fate at any cost. Basically, there appears to be here a situation in which the management consultant as a practical matter is in a position to exercise an exceptionally high degree of influence on the station operation, particularly in view of the importance of the CBS affiliation with the station and the relationship between CBS and Atlass Company, the management consultant. But, apparently, matters are handled through "recommendations" to the licensee with the licensee, therefore, being in a position, at least in theory, to accept or reject any proposed course of action. Here the real question is whether there appears to be enough more than a usual "management" contract to warrant a hearing to establish the facts.

The Chief, Broadcast Bureau, is of the view that, from the facts now before him, the arrangement here involved makes it virtually impossible for the licensee to exercise any greater degree of control over its day-to-day activities than the Atlass Company is willing to permit. The importance of the retention of the CBS affiliation, the particular role of the Atlass Company in securing this affiliation, and the relationship between CBS and the Atlass family lead to this conclusion. And it is this group of facts—within the framework of a situation in which Atlass Company had originally set out to acquire control of WKOW—that makes this matter different from the usual situation involving a management contract. Therefore, it is the opinion of the Chief, Broadcast Bureau, that the facts necessitate a hearing on the question of whether, actually, Atlass Company succeeded in its original ambition to acquire control of the station.

Canadian Advertisers

COMPLETE list of national advertisers on Canadian radio stations has been compiled by Pat Freeman, sales director of Canadian Assn. of Broadcasters, Toronto. The list has been broken down into 27 categories. Included among national advertisers are 117 companies with head-offices in the United States, who place advertising on Canadian stations directly or through Canadian subsidiaries. This is the first time such a list of national Canadian radio advertisers has been compiled. The list also shows how many of the advertisers use networks in Canada.

WGFG SALE

Announced by Gross

HAROLD F. GROSS, owner of WGFG Kalamazoo, last week announced sale of the station, which operates on 1360 kc with 1 kw full-time. Buyer is Howard D. Steere, former WFEC Miami owner who sold that station last June. Price was in excess of $100,000, according to Mr. Gross.

Mr. Gross built WGFG and has been general manager for the last five years. He announced his plans to sell the station a fortnight ago when Tri-City Television Corp., of which he is president and 50% stockholder, applied for UHF Ch. 51 in Saginaw, Mich. [B•T, Aug. 18]. Mr. Gross also is majority stockholder of WJIM-AM-TV Lansing.

Mr. Steere said that he expects to actively participate in the operation of WGFG, which is affiliated with NBC and ABC, after the transfer is approved by the FCC.

WMRO RENEWAL

Recommended by Plummer

WMRO Aurora, Ill., was recommended for renewal of license by FCC's Broadcast Bureau last week in a decision in which the bureau's chief, Curtis B. Plummer, said he was of the opinion the grant was in the public interest, convenience and necessity, despite WMRO's acknowledgement of tardiness in filing required reports with the Commission, and of operating past sign-off time on two occasions last winter.

Mr. Plummer's opinion was given after WMRO filed a petition Aug. 11 [B•T, Aug. 18] asking for renewal of license without hearing. The station reported it had instituted new office procedure to assure prompt attention to FCC rules on such matters in future.

BENJAMIN ABRAMS, president of Emerson Radio & Phonograph Corp., left for Europe Aug. 22 to visit Emerson distributors in France, Italy and Israel.

Transit FM

(Continued from page 31)

'transitcasting,' as well as all other specialized uses to which FM has been put, raises serious legal and policy questions of deep import to all of broadcasting and the listening public which should be promptly and completely investigated and determined by the Commission.

"Therefore, the Commission should forthwith institute general rule making proceedings to the end of establishing whether or not such FM operations are in the public interest and otherwise legal. I do not in this case, however, believe that this individual licensing proceeding is the appropriate occasion to initiate such an investigation. For this reason, I concur in the result of the Commission's decision herein."

Comr. Hennock concluded, "However, I am firmly of the opinion that the Transit Riders Assn. Inc. is a party with a clear interest in the problems involved herein and that its petition should be considered to show an adequate basis for ordering an all-inclusive proceeding upon the general question of the propriety of 'transitcasting' operations."

TV SETS SHIPPED

Drop 15% for Half-Year

TOTAL of 2,118,510 TV receivers were shipped by manufacturers to dealers during the first half of 1952, Radio-Television Mfrs. Assn. reported Wednesday.

That figure was 15% less than the 2,470,954 TV sets shipped out during the January-to-July period of last year. TV set production for the first half of this year previously was placed at 2,318,236 [B•T, July 28]. Set shipments:

State	Total
Alabama	26,278
Arizona	7,331
Arkansas	6,122
California	218,915
Colorado	1,158
Connecticut	49,547
Delaware	7,906
District of Columbia	19,701
Florida	35,447
Georgia	44,894
Idaho	47
Illinois	119,943
Indiana	83,565
Iowa	37,714
Kansas	13,481
Kentucky	29,266
Louisiana	22,020
Maine	3,194
Maryland	35,318
Massachusetts	91,473
Michigan	88,816
Minnesota	28,853
Mississippi	5,908
Missouri	55,013
Montana	21
Nebraska	18,150
Nevada	6
New Hampshire	8,405
New Jersey	82,626
New Mexico	2,954
New York	258,304
North Carolina	44,048
North Dakota	51
Ohio	168,745
Oklahoma	32,591
Oregon	191
Pennsylvania	186,759
Rhode Island	14,443
South Carolina	10,082
South Dakota	281
Tennessee	29,692
Texas	92,487
Utah	11,344
Vermont	2,120
Virginia	38,458
Washington	28,939
West Virginia	22,944
Wisconsin	32,884
Wyoming	75
Grand Total	2,118,510

ABC'S IN D. C. ON TV

Latest Curriculum Addition: Languages

DISTRICT OF COLUMBIA school system, for the third consecutive year, has arranged an in-school TV schedule over the facilities of WNBW (TV) Washington.

When Washington school children return to their desks Sept. 15, they will be fed science, music, French and Spanish via video. Each will be the subject of a 30-minute program, once a week. Lesson plans will be furnished to participating classes. Also contemplated is the continuance of a story-telling program which the D. C. Board of Education sponsored on WNBW during the summer.

The D. C. school system two years ago began using TV with a music series. Last year it added science instruction, feeding both courses to 60 classes. New this year — to the elementary school curriculum as well as to TV—are French and Spanish.

Most of the schools have TV sets donated by Parent-Teacher Assns. Washington distributors have donated installation and service work.

Although children exposed to TV instruction and their parents were enthusiastic about the use of TV for teaching, D. C. Associate School Superintendent Carl F. Hansen was somewhat less sanguine.

In a report on the music experiment, based on the results of a test between students who received the TV programs and those who did not, which indicated no great difference in achievement, Mr. Hansen concluded:

"Television, it seems, is not the long-sought short-cut to learning. To achieve intellectual competence, it is still necessary to learn and re-learn, and it is not fair to expect a new means of communication to remove the effort and sometimes downright drudgery involved in learning."

Legion Cites 'Youth'

WINNERS of the American Legion's first annual television award are the *Youth Wants to Know* program (NBC-TV, Wed., 8-8:30 p.m., EDT) and NBC, it was announced last week. Citations will be presented on Wednesday's program to Theodore Granik, founder-moderator of the series, and to Frank Folsom, RCA president, on behalf of NBC.

WTVN (TV) Selected

WTVN (TV) Columbus has been selected as a workshop center by the National Council of Churches of Christ, it was announced last week. Warren F. Warner, WTVN program director, said that arrangements for training seminars at the station were made with Charles H. Schmitz, director of education for the council.

CANADIAN SET SALES

May, June Totals High

EARLY OPENING of first Canadian TV transmitters at Toronto and Montreal has prodded the sale of TV receivers, according to the Radio-Television Mfrs. Assn. of Canada.

Sales of TV sets in June totaled 5,760 units valued at $2,442,781, of which about 25% were sold in Montreal, which has had no TV reception until CBFT Montreal test patterns started. Sales in May totaled 6,583 sets for a value of $2,764,212, highest monthly sales on record. Most sets sold had picture tubes of 17 inches or less.

Dominion Bureau of Statistics, Ottawa, shows production of 15,900 TV sets in first four months of 1952, and 113,300 radio receivers in that period.

DEMONSTRATING 8-16mm synchronizer is Lafayette M. Hughes Jr. (r), president of Hughes Sound Film Corp. at Hughes-KLZ Denver TV film production clinic in that city. From left are Jack Tipton, KLZ account executive; Bill Prescott, vice president, Ball & Davidson Adv., and Curt Freiberger, president of agency of same name.

SCREENLESS TV

Adapted for the Blind

SCREENLESS television set adapted for blind persons was demonstrated at a news conference last week at WPIX (TV) New York. The set was built by the Pyramid Television Service Co., New York, for the New York Guild for the Jewish Blind and will be distributed by the American Foundation for the Blind.

The set measures 12 inches long, 8 inches wide and 8 inches high and looks like a small radio. The unit receives FM stations as well as the television band. A small Braille disc placed over the dial indicates the channel number.

Mrs. Sidney E. Pollack, administrative director of the guild, explained the significance of the new set, which completely eliminates the visual portion of a standard TV receiver. She pointed out that its cost will range from $50 to $65, depending on the demand, and its small size will be convenient for blind persons who usually live in small rooms or apartments. Most blind persons, Mrs. Pollack noted, cannot afford regular TV receivers.

Mrs. Pollack stressed its value to blind persons as another means of maintaining contact with the sighted world. She cited the example of many elderly blind people who felt "put out" if they missed Milton Berle's TV program or children who eagerly followed the progress of *Hopalong Cassidy* along with their sighted contemporaries. Like radio, movies and the theatre, television will provide another medium to broaden experiences of the blind and enable them to participate more fully in community life, Mrs. Pollack commented.

Other speakers included Herbert Abrams, president of the Pyramid Television Service Co. who devised the new unit; Charles G. Ritter, consultant for special aids and appliances, American Foundation for the Blind, and Bernard M. Krebs, librarian and Braille instructor at the Guild.

AFA CONTEST

Tucker Heads Committee

ADVERTISING Federation of America is sponsoring for the sixth consecutive year a national essay contest for high school students. Subject this year is "A Teen-Ager Looks at Advertising." Prizes are $500, $200, and $100, respectively.

Frank T. Tucker, advertising director of the B. F. Goodrich Co., is chairman of the contest committee. Committeemen include Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, New York; John Cleghorn, WHBQ Memphis; Helen Ryman, Helen Ryman Agency, Pittsburgh, and Louis Benito, Griffith McCarthy Adv. Agency, Tampa.

PRICES have been raised on the entire line of TV receivers of Muntz TV Inc., Earl W. Muntz, president, has announced.

at deadline

STEVENSON TRIBUTE TO BROADCASTERS

ILLINOIS Gov. Adlai E. Stevenson, Democratic Presidential nominee, last week paid tribute to nation's broadcasters, in letter to Harold E. Fellows, NARTB president. Equally laudatory message was sent Mr. Fellows by Gen. Dwight D. Eisenhower, Republican candidate (see stoy, page 38). Text of Gov. Stevenson's letter follows:

I want to express both my greetings and my gratitude to the nation's radio and television broadcasters through the district meetings being arranged by your association.

The radio and television industries are contributing immeasurably to public understanding of the great issues confronting the American People in the current campaign. They will continue to do so in the weeks ahead. As a result, more people should be better informed about these issues and the candidates than ever before.

As governor of Illinois, I have relied heavily on radio and television to help bring to the people regular reports on the activities of state government. They have cooperated generously in the spirit of public service.

In that connection, I warmly commend the National Association of Radio and Television Broadcasters for their "Register and Vote" campaign. There are in the United States, an estimated 25 million voters unregistered and therefore disfranchised. Every available facility should be utilized to reverse the trend which has seen fewer and fewer voters participating in national and state elections. That effort has no relation to partisanship and is one in which every agency dedicated to patriotic service should join.—Sincerely yours Adlai E. Stevenson.

WALKER SEES TRUMAN ON 'EDUCATIONAL-TV'

EDUCATIONAL-TV was subject of talk between FCC Chairman Paul A. Walker and President Truman Friday at noon, Mr. Walker told reporters. FCC chairman said he brought President copy of speech he (Walker) had made last Monday at Educators' Workshop in Ames, Iowa. President, Mr. Walker said, was greatly interested in educational TV as means of adult education and for those youths unable to complete secondary education. Progress of FCC in making TV grants, status of AM and other FCC matters were also discussed, Mr. Walker said. There was no talk of resignation, Mr. Walker said, adding, "I have no intention of resigning." This is Mr. Walker's third visit with President Truman. He saw him shortly after he was appointed Chairman last March and then again with all Commissioners last June [B•T, June 30].

ASK TAMPA HEARING

HEARINGS on mutually exclusive applications for TV outlets in Tampa-St. Petersburg, Fla., area should be held there and not in Washington. That is essence of petition filed by Tampa Bay Area Telecasting Corp. with FCC Friday. If all its stockholders have to testify, cost would run from $5,000 to $6,000; even if depositions are taken, cost of processing applications would be increased by $2,000 to $3,000, petition states. Another argument:

. . . Holding the hearing in the area involved would enable a much more complete record to be developed regarding . . . stewardship of . . . [other TV station] applicants with respect to their radio facilities and the manner of operating their newspapers should be thoroughly presented to the Commission in order that their promises with respect to TV may be accordingly evaluated. . . .

Tampa Bay Area Telecasting Corp. seeks Channel 8 for St. Petersburg [TV APPLICATIONS, B•T, July 7]. FCC has indicated that it plans to hold hearings for mutually exclusive applications in Washington [B•T, Aug. 11].

JOHNSON-COY DEBATE

CHAIRMAN ED JOHNSON (D-Col.) of Senate Interstate & Foreign Commerce Committee and Wayne Coy, former FCC Chairman and now part-owner of KOB-AM-TV Albuquerque, will be featured in debate of radio-TV issues during NARTB District 14 meeting Sept. 11 at Cosmopolitan Hotel in Denver, according to Wm. C. Grove, KFBC Cheyenne, Wyo., District 14 director, who arranged feature.

Business Briefly

(Continued from page 5)

of famous bouts will be shown. Agency, Hirshon-Garfield, N. Y.

REFRIGERATOR CAMPAIGN ● Media plans being developed for Gibson Refrigerator Co., Greenville, Mich., at Henri, Hurst & McDonald, Chicago, new agency. Radio-TV considered. K. W. Sickinger, account executive.

SEALY ON TV ● Sealy Inc., Chicago (mattresses), will use network TV for first time in October with Louis G. Cowan package, *Balance Your Budget* on CBS-TV. Bert Parks to m.c. in audience participation feature. Olian Adv., Chicago, has ordered 44 stations nighttime, now being cleared. Sealy to be alternate-week sponsor.

NAME EMIL MOGUL ● Supreme Wines Inc., producers of Rabbinical brand imported kosher wines, N. Y., names Emil Mogul Co. as its advertising agency. Plans will include intensive spot radio and television campaign in Chicago and New York to start early fall.

BAYUK SPONSORS ● Bayuk Cigar Co., N. Y., to sponsor Ted Husing's *Ringside Interviews* on DuMont TV Network Mon., 10:45-11 p.m. beginning Sept. 8. Mr. Husing will interview boxing and athletic celebrities after bouts at Eastern Parkway Arena, Brooklyn. Agency, Ellington & Co., N. Y.

FIVE NBC RADIO RENEWALS $2,345,000

RENEWALS of five NBC radio shows with $2,345,000 total gross time billing and representing 4 hours 45 minutes per week announced by Gordon Mills, NBC Chicago network radio sales manager, whose office placed contracts. List:

Armour & Co., Chicago, 15-minute *Dial Dave Garroway*, Mon.-Fri. on full network, effective Sept. 1 for 52 weeks. Agency: Foote, Cone & Belding.

Allis-Chalmers Mfg. Co., Milwaukee, *National Farm and Home Hour* on full network, effective Sept. 6. Agency: Bert S. Gittins Adv., Milwaukee.

Skelly Oil Co., Kansas City, five-a-week 15-minute newscasts by Alex Dreier and quarter-hour *This Is Farming Business*, both for 52 weeks on 30 stations, effective Sept. 1. Agency: Henri, Hurst & McDonald, Chicago.

Wesson Oil and Snowdrift Sales Co., New Orleans, 15-minute, five-a-week *Dr. Paul* for 52 weeks on 62 stations, effective Sept. 1. Agency: Fitzgerald Adv., New Orleans.

Faultless Starch Co., Kansas City, quarter-hour *Faultless Starch Time* for 52 weeks on 60 stations, effective Oct. 1. Agency: Bruce B. Brewer & Co., Kansas City.

PEOPLE . . .

TWO executives, **DANIEL POTTER** and **HERBERT SELBY**, both media directors, have been named vice presidents of Benton & Bowles, N. Y.

ROBERT A. WHITE, MBS sales account executive to Bories Organization Inc., N. Y., radio and TV package firm, in similar capacity.

JOSEPH CROSS, member of research department promoted to "Duz" account section of Compton Adv., N. Y.

MARTIN HUMMELL Jr., NBC supervisor of package promotion, to *Collier's* magazine as promotion manager.

NEW TV APPLICATIONS

SIX more new and amended applications for TV stations were filed with FCC late Friday, and one modified application was filed. Total requests for TV outlets now number 779; of these, 466 are new, 313 amended, 461 for VHF channels and 317 for UHF assignments. (Also see TV Applications, page 58.) New applications are:

Pensacola, Fla.—Southland Telecasters Inc., UHF Ch. 15, ERP 20.3 kw visual, 10.15 kw aural; antenna height above average terrain 313 ft., above ground 353 ft. Estimated construction cost $177,500, first year operating cost $120,000, revenue $120,000. Sole owner of applicant is **Charles W. Lamar Jr.**, licensee of KCIL Houma, La., and owner of Lamar Adv. Co., Baton Rouge.

WHFC Chicago (modification of application), UHF Ch. 26, ERP 222 kw visual, 111 kw aural; antenna height above average terrain 564 ft., above ground 589 ft. Estimated construction cost $353,000, first year operating cost $230,000, revenue $300,000. [For earlier application, see TV APPLICATIONS, B•T, July 7.]

Sioux City, Iowa—Great Plains Television Properties Inc., UHF Ch. 36, ERP 18.4 kw visual, 10.4 kw aural; antenna height above average terrain 532 ft., above ground 345 ft. Estimated construction cost $218,414, first year operating cost $125,000, revenue $125,000. [For details on applicant, see its Little Rock, Ark., application, TV APPLICATIONS, page 58.]

WTTM Trenton, N. J., UHF Ch. 41, ERP 19.9 kw visual, 9.95 kw aural; antenna height above average terrain 385 ft., above ground 445 ft. Estimated construction cost $252,657, first year operating cost $225,000, revenue $250,000.

† **WHKP Hendersonville, N. C.**, UHF Ch. 27, ERP 20 kw visual, 10 kw aural; antenna height above average terrain 986 ft., above ground 346 ft.

Brownsville, Tex.—Valley Television Inc., VHF Ch. 5, ERP 100 kw visual, 50 kw aural; antenna height above average terrain 546 ft., above ground 583 ft. Estimated construction cost $296,000, first year operating cost $240,000, revenue $360,000. Principals include President **Vance C. Wilson** (12.5%), commercial manager and 34% owner of KBOR Brownsville; Vice President **Willis A. Wilson** (12.5%), vice president, chief engineer and 24% owner of KBOR; Secretary-Treasurer **Minor Joel Wilson** (12.5%), president, manager and 20% owner of KBOR; **Jean G. Wiederman** (12.5%), representative for Union Life Insurance Co. in Brownsville; **Mrs. Dorothy Dorfman** (7.5%), housewife, and **Clyde Tandy Jr.** (5%), employe of Port Fertilizer & Chemical Co., Los Fresnos, Tex.

WMFM (FM) Madison, Wis., UHF Ch. 33, ERP 17.5 kw visual, 10.4 kw aural; antenna height above average terrain 530 ft., above ground 544 ft. Estimated construction cost $123,553, first year operating cost $75,000, revenue $85,000.

† Indicates pre-thaw application re-filed (amended).

NBC PETITION

NBC petitioned FCC Friday to postpone effective date of amendment to rebroadcast rule, due to become effective Aug. 30, supporting NARTB plea (see early story, page 36).

STEVENSON ON TV

MAJOR Labor Day speech by Democratic presidential nominee Adlai Stevenson in Detroit will be telecast nationally by CBS-TV, Wilson Wyatt, personal campaign manager to Illinois governor, announced Friday.

XUM

Here Are SIX Reasons Why WEMP is Milwaukee's Favorite and . . . .

"COFFEE CLUB"
Bob Larsen
6:00 — 10:00 A.M.

MILWAUKEE BREWERS,
GREEN BAY PACKERS,
MARQUETTE
UNIVERSITY FOOTBALL,
MILWAUKEE HAWKS
PRO BASKETBALL
AND ALL SPORTS
BROADCASTS
Earl Gillespie

"CLUB 60"
Tom Shanahan
2:00 — 4:30 P.M.

"WIRE REQUEST"
Joe Dorsey
10:00 P.M. — 2:00 A.M.

"R-T" SHOW
Robb Thomas
10:00 A.M. — 12:00 Noon
"1340 CLUB"
4:30 P.M. — 7:00 P.M.

"OLD TIMER'S PARTY"
Bill Bramhall
7:00 — 10:00 P.M.
"MELODY MERCHANT"
12:00 Noon — 1:30 P.M.

. . . . One of America's Great Independent Radio Stations

WEMP delivers more listeners per dollar—morning, afternoon, and evening —than any other station in Milwaukee.*

Nationally, WEMP is first mornings, second afternoons, and second nights, among all independent stations in cities of 500,000 or more.†

Advertisers who have been disappointed by "will-o-the-wisp audiences" are turning to WEMP where they can be sure of program stability, and ratings to match.

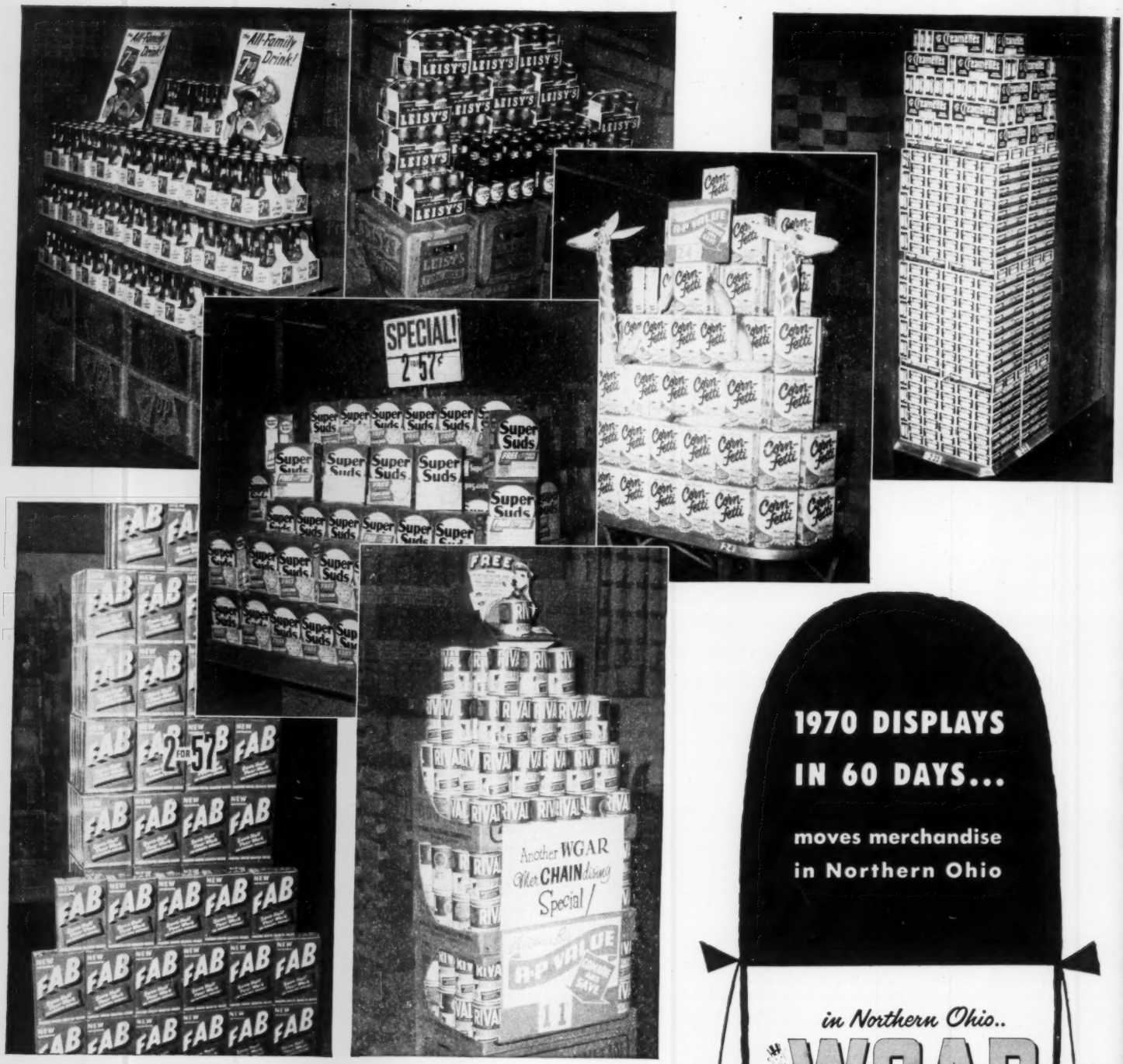
Yes, for $100, $200 per week or more, WEMP delivers 2 to 3½ times the audience of any Milwaukee network station.

Before you complete your fall radio shedules, ask Headley-Reed for the complete facts, or call WEMP, today.

*Source: May-June, 1952 Hooperatings.

†Hooper Radio Audience Indexes—Unaffiliated Stations, March-April 1952.

WEMP 1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS



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moves merchandise in Northern Ohio

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

MerCHAINdising IN ACTION!

Sales boosts reported: from 31% to 200% on products ranging from soaps to cereals—from desserts and drinks to dog food!

With MerCHAINdising you contract for WGAR's effective selling, plus tie-in displays in 197 outlets of two leading national chains. It stimulates sales by powerful advertising; clinches sales at point of purchase.

Learn what WGAR can do for you. Send for the new MerCHAINdising plan book with all the answers.

RADIO . . . *AMERICA'S GREATEST ADVERTISING MEDIUM*

WGAR *Cleveland* • *50,000 Watts* • **CBS**

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XUM